

CHEMIST & DRUGGIST

the newsweekly for pharmacy

August 12, 1989

TAKE STOCK BEFORE THE FAMILY ARRIVES



The importance of treating the whole family for headlice is being emphasised in a major educational and publicity campaign.

When Karen took home an unwinvited guest. By the evening, the entire family were playing host.



A campaign poster

Aimed at health visitors, educationalists and teachers, the campaign underlines the need to treat the whole family when one of its members brings headlice home. CARYLDERM and PRIODERM preparations, the most widely used headlice treatments in Britain, have been reformulated to incorporate an improved, fresh fragrance.

Each family pack of Carylderm and Prioderm Lotion comes with a detector comb.

Stock up and display these family treatments now and be prepared for when the family drop in.

For support material and further information contact Napp Consumer Products Division, The Science Park, Cambridge CB4 4GW.

HEADLICE TREATMENT FOR THE WHOLE FAMILY.

A member of the Napp Pharmaceutical Group

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ABPI launches new attack on PI system

Funding delays community interest group

Clinical series: ENT pt 2

Wellcome boost from AZT trial



Busy in the bathroom

THE LIGNOCAINE PLUS

Bradosol
Plus WITH LOCAL
ANAESTHETIC

- QUICKLY NUMBS SORE THROAT PAIN
- COATS THE THROAT
- HELPS FIGHT INFECTION

24 lozenges

C I B A

Bradosol

SOOTHES
SORE THROATS

- ANTI-BACTERIAL FIGHTS INFECTION
 - SMOOTH, THROAT COATING ACTION
 - MENTHOL AND EUCALYPTUS FLAVOUR
- 24 lozenges

C I B A

Rapid relief of 'painful to swallow' sore throats.

Bradosol Plus is the first sore throat lozenge to include the topical anaesthetic Lignocaine Hydrochloride. Lignocaine has a rapid onset of action that has been widely used by throat specialists to ease pain.

C I B A

Bradosol Plus
Presentation Lozenges containing 0.5mg domiphen bromide BP and 5.0mg lignocaine hydrochloride BP. The lozenges are flat, round and pink with a diameter of approximately 16mm and impressed CIBA on one side and BRADOSOL PLUS on the other. They contain sucrose. **Uses** Symptomatic relief of sore throat. Bradosol Plus alleviates soreness of throat and associated difficulty in swallowing. **Mode of Action** Domiphen Bromide has an antimicrobial and fungicidal action on a wide range of pathogenic organisms including those most commonly associated with upper respiratory tract infection. Lignocaine hydrochloride is a local anaesthetic, with a rapid onset of action that has been widely used to anaesthetise mucous membranes. **Pharmacokinetics** The limited data available suggest that systemic absorption of domiphen bromide occurs only on an insignificant scale. Lignocaine hydrochloride is readily absorbed through the mucous membrane and is extensively metabolised. The products of metabolism are excreted in the urine. **Dosage and Administration Adults and Elderly** One lozenge to be sucked every 2-3 hours and no more than eight lozenges per day. Duration of use 4-5 days. **Children** Not recommended for children under 12 years. **Contraindications, Warnings, etc.** **Use in Pregnancy and Lactation** Domiphen bromide: No animal data on teratogenic effects have been reported, nor has therapeutic experience extending over many years yielded evidence of any harmful influence on development of the embryo and/or foetus. Nevertheless, during the first three months of pregnancy Bradosol Plus, like all medication should only be employed for compelling reasons. It is not necessary to contraindicate the use of Bradosol Plus in lactating mothers. **Contraindications** Known hypersensitivity to domiphen bromide or Lignocaine hydrochloride. **Precautions** In the unlikely event of a hypersensitivity reaction occurring with Bradosol Plus, the treatment should be discontinued. Where Bradosol Plus is being taken as self-medication, the patient should consult a doctor if the symptoms are still present after about five days of treatment and/or if fever develops. **Drug Interactions** None clinically important. **Side Effects** Only in very rare cases have there been reports of local hypersensitivity reactions in the form of local reddening of the mucous membranes and swelling of the pharyngeal mucosa giving rise to difficulty in swallowing. **Overdosage** No cases of overdosage have been reported to date. **Pharmaceutical Precautions** Protect from heat and moisture. **Legal Category** Pharmacy only. **Package Quantities** Cartons of 24 lozenges consisting of blister pack modules each containing 12 lozenges. **Further Information N.I.** **Product Licence Number** 0001/0123. Retail Price £1.31. CIBA and BRADOSOL are registered trade marks.

CHEMIST & DRUGGIST

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Editor: John Skelton, MPS
Deputy Editor: Patrick Grice, MPS
Assistant Editor: Robert Darracott, MPS
Features Editor: Steven Titmarsh, MPS
Contributing Editor: Adrienne de Mont, MPS
Business Editor: Chris Hulme, BA
Technical Reporter: Eileen Wilson, MPS
Reporters: Bill Wibley, MPS
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Art Editor: Tony Lamb
Price List Controller: Colin Simpson
Advertisement Manager:
Richard Langrish
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Doug Mytton
Production: Shirley Wilson
Publisher: Ronald Salmon, FPS
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COMMENT

This week sees an announcement from the Director General of Fair Trading that he will not seek leave of the Restrictive Practices Court to have the Net Book Agreement reconsidered. The event, along with the fact that it is one of only two price fixing practices still extant (the other, of course, being on medicines), has been widely reported. In taking his decision Sir Gordon Borrie says there have been many changes in retailing since the NBA was established in 1962. The question, as he sees it, is whether these changes are of such magnitude as to lead to a different conclusion on the effects of ending the NBA. There is an insufficiently strong basis to justify asking the courts to re-open the case, he concludes. Since resale price maintenance on medicines was established under similar circumstances this must be seen as an endorsement of the wisdom of keeping proprietary medicines as an exempt category under the Resale Practices Act.

The sting in the tail is that the Government announced plans for new legislation on restrictive trade practices in a White Paper published on July 13. Under this all restrictions previously upheld by the Restrictive Practices Court would have to be reviewed within one year, possibly two, of the

legislation coming onto the statute book. However, the goal posts have been moved slightly in that the new legislation is aimed to bring the UK into line with the European Community, and will be based on Article 85 of the EEC Treaty. The Government proposes to provide a general exemption test without the inclusion of a public interest provision, through which a restrictive practice must pass to survive. Exemptions will be granted by a tribunal, with right of appeal to the High Court.

Article 85 provides that any agreement which contributes to improving the distribution of goods or to promoting economic progress while allowing consumers a fair share of the resulting benefit, and which does not eliminate competition in respect of a substantial part of the products in question, may be declared exempt from the requirements of the Article. It is an exemption that both the retail pharmacy and manufacturers need to fight for: the former to ensure there remains a broad geographical spread of pharmacies able to act as "health centres", providing an ethical service, and the latter to safeguard a wide range of outlets for their medicines to be sold through without fear of a price free-for-all forcing them off the shelf.

ABPI launches new attack on PI system

The Association of the British Pharmaceutical Industry wants greater controls on parallel importing, including the refusal of licences when European packs are markedly different from British versions.

The Association says it has "serious concerns about the adequacy of the present system". It has reviewed the system following the recent appearance of counterfeit products in the UK and has made several new recommendations to the Department of Health.

The Association questions whether existing controls are sufficient to establish the authenticity and origin of parallel

imports and whether they ensure proper storage, distribution, documentation and product recall procedures.

The ABPI recommends that product licences should be granted only where the Medicines Control Agency is satisfied that the source of manufacture is within the same corporate group as the UK product licence holder. And importers should be required to confirm the authenticity of products by undertaking analytical testing of each batch.

The ABPI also wants: imports to be permitted only from the original manufacturer or a "responsible EC wholesaler"; licences refused when the

presentation of a PI medicine is noticeably different from the UK-licensed product; or where any difference in formulation and excipients to the UK-licensed product could lead to a risk to patients; separate licences for each EC source; and a check on the ability of each PL(PI) holder to recall any batch of products subject to a recall by the continental manufacturer, with licences suspended pending the installation of an adequate procedure.

The ABPI says its proposals are "compatible with European Community requirements" and is seeking a meeting with Department of Health officials.

Europe consults on licensing

The European Communities Commission has launched a second series of consultations focussing on the main outstanding issues relating to medicines licensing in Europe.

Suggestions have already been received from the 12 competent authorities, the pharmaceutical industry and consumer representatives. In general, they have ruled out the two extreme solutions — automatic mutual recognition or a totally centralised system — and moved towards a decentralised system for conventional medicinal products combined with a centralised system for new medicines.

Present discussions will focus on the nature of the centralised and decentralised systems, arrangements for new chemical entities and the development of a European "pharmacovigilance" network for monitoring adverse reactions.

The UK Ministry of Agriculture, Fisheries and Food, is seeking opinions on whether human and veterinary medicines should have different approaches to licensing and if it is more appropriate to have Community rather than national machinery to take decisions on licensing individual veterinary products.

Attack on temazepam abuse

In a bid to decrease the abuse potential of liquid-filled temazepam capsules, manufacturers are responding to a Home Office request by introducing new formulations.

H.N. Norton have for some time made temazepam tablets which, unlike previous solid dose forms, are bio-equivalent to liquid-filled capsules. Norton's tablets have only been supplied to about nine hospital regions but they have now added them to their generics list (last week, p200) and are making them for Wyeth Laboratories (see p238).

Farmitalia Carlo Erba, who developed the original capsules in 1977, are planning to introduce

new capsules containing a stiff gel that is incapable of being drawn up in a syringe, later this year.

The problem of temazepam abuse came to prominence last year when it was discovered that addicts were injecting liquid from capsules, sometimes mixing it with heroin or other drugs. In March, the Home Office wrote to manufacturers of liquid-filled capsules asking if they would agree that these should be withdrawn from the market by the end of this year.

"By switching to the tablets everyone can help in the fight against drug abuse," say Wyeth who are currently reformulating their capsule.

Imitation food law

Consumer Affairs Minister Eric Forth has introduced Regulations making it an offence to supply, after January 1, 1990, products which may be mistaken for food or drink and which may cause accidents.

The Food Imitations (Safety) Regulations 1989 implement an EC Directive of 1987 and are aimed particularly at reducing the risk of young children choking or poisoning on things they might put in their mouths. The Regulations do not apply to medicines, but rather to goods normally intended for domestic use.

OFT upholds RPM on books

The Director General of Fair Trading, Sir Gordon Borrie, has announced that he will not seek leave of the Restrictive Practices Court to reconsider the Net Book Agreement, one of the last two legal price fixing practices.

The inquiry into the NBA followed pressure from Pentos, the owners of the Dillons bookshop chain. Chairman Terry Maher says he still plans to sell books under the listed price before the year is out.

In taking his decision the Director-General said he had taken into account the Government's plans for new legislation on restrictive trade practices as announced in its White Paper published on July 13.

This will require him to review all restrictions previously upheld by the Restrictive Practices Court, including resale price maintenance applied to medicines.



This might speed up the tea-making process a bit

Boards to pay for follow-up visit?

Health Boards should make funds available for hospital pharmacists to undertake a follow-up visit for those patients discharged from hospital who are likely to experience difficulties with medication.

This is one of the recommendations of a report, "Pharmaceutical Services for Older People — Practical Guidance", compiled by a working group of the National Pharmaceutical Consultative Committee and published by the Scottish Home and Health Department (HMSO £5.70).

The report recommends that self-medication programmes should be extended for selected hospital patients, particularly the elderly. Before discharge, contact with the patient's GP and/or community pharmacist could ensure that further medicines are dispensed in suitable containers with appropriate labelling.

The working group recommends that additional services, such as advice on drug management, should be provided to all residential homes. The chief administrative pharmaceutical officer should ensure that services provided by hospital-based pharmacists are co-ordinated with those provided by community pharmacists.

Additional training should be available for pharmacy support staff preparing them to give general health advice, the report suggests.

Tranquiliser action

Legal proceedings are expected to be instituted later this year against GP's alleging overprescribing of benzodiazepines.

In the week when the Royal Pharmaceutical Society issues its own guidelines to pharmacists who are faced with repeat prescriptions for minor tranquilisers, Nottingham solicitor Paul Balen, who is head of the Benzodiazepine Solicitors Group, told *C&D* that over 500 firms of solicitors are now involved, and the number of patients could be over 2,000, though writs in every case are thought to be unlikely.

A boost to the proceedings has come with the agreement by medical defence societies to the handing over of patients' notes.

Homoeopathy is effective

In a double-blind study, the homoeopathic medicine *Rhus toxicodendron* 6c was found to be effective for a subgroup of patients with fibrositis.

Thirty patients received active treatment or placebo — two tablets sucked three times a day — for one month each. In all variables — number of tender spots, pain, sleep and overall assessment — the patients did better on active treatment. The improvement in tenderness, which the authors considered the best indicator, was "particularly distinct".

In their report in the *British Medical Journal*, the rheumatologists from St Bartholemew's Hospital in London, say that their trial was designed to clarify results in other trials which had proved inconclusive about the benefits of homoeopathic treatment. They point out that homoeopathic prescriptions are based on the pattern of symptoms as well as the diagnosis.

Benzodiazepines

The use of benzodiazepines has been the subject of debate over a number of years. Attention has been focused on the effects of long term prescribing and use which can result in the suffering of withdrawal symptoms, more so if treatment is abruptly terminated. Recently there have been reports that legal action is to commence against a number of manufacturers of benzodiazepines, alleging that harm has resulted from the use of these products.

The Committee on Safety of Medicines advice, reproduced in the BNF, is as follows:-

1. Benzodiazepines are indicated for the short-term relief (two to four weeks only) of anxiety that is severe, disabling or subjecting the individual to unacceptable distress, occurring alone or in association with insomnia or short-term psychosomatic, organic or psychotic illness.
2. The use of benzodiazepines to treat short-term "mild" anxiety is inappropriate and unsuitable.
3. Benzodiazepines should be used to treat insomnia only when it is severe, disabling, or subjecting the individual to extreme distress.

Pharmacists should take every opportunity to discuss any problems they encounter over the use of benzodiazepines with the medical practitioner concerned.

Taking into account the CSM guidelines pharmacists are advised to counsel patients who are receiving prescriptions for benzodiazepines where, on the evidence available, it is considered appropriate to do so. In advising patients pharmacists should bear in mind the need not to impair the patient's confidence in their medical practitioner.

CTPA 'animal tests' leaflet is information, not a campaign

A new communications package on the use of animals testing, is a "simple, logistical exercise", not a targeted campaign to opinion formers, says its producer, the Cosmetic Toiletry and Perfumery Association.

The Association's new booklet "The Responsible Way Forward in Bodycare" sets out what it says are the objective facts of the situation, following "misleading and sensational coverage of the subject" in the popular Press. The CTPA's policy is summed up as "Reduce, refine, replace" — reducing the need for animal testing to an absolute minimum, refining tests to make them more acceptable in method and number of animals used, and replacing tests using live animals by alternative methods.

More detailed information is in preparation, but the Association has released the booklet early after a report in *The Guardian* last week suggested that the CTPA was about to embark on a selective campaign targeted at MPs, beauty page editors and supermarket executives.

The paper also hinted that the CTPA's campaign was part of a wider world offensive against

animal rights activists, with \$8.5m earmarked for a campaign in the USA.

The paper said that The Body Shop had left the CTPA in disgust at the Association's stance, that all companies would avoid the use of animal testing if this were possible.

CTPA director general Marion Kelly says that the booklet is the result of a great deal of media interest at the end of last year, particularly in the *Daily Mirror*, which ran features about animal testing, naming a number of large cosmetic companies.

"Our own members needed some sort of guidance and printed material that they could send out instead of writing an increasing number of individual letters," Ms Kelly told *C&D*.

She refutes the allegation that the CTPA is to run a targeted campaign. "This material is for member companies to send out in response to requests for information," she says. A public relations firm was hired simply because the CTPA does not have the office space to house an extra information officer.

The *Guardian* had also suggested that the CTPA wanted to ban use of claims like "not

tested on animals". Not so, says Ms Kelly. The CTPA had sought legal advice to see if there were any parameters companies could use to define "cruelty-free".

The number of tests ascribed to cosmetics and toiletries in 1987 was 17,000, less than 0.5 per cent of all scientific procedures, according to Government statistics (*C&D* last week, p188). Ms Kelly says that testing on decorative cosmetics is now unlikely. But any tests of anti-dandruff or anti-caries ingredients are included under "cosmetics and toiletries", because the end-product is classed as a toiletry item.

Ms Kelly admits that The Body Shop have resigned from membership of the Association, but, she says, many of the companies whose policy is "no animal testing" remain as members. "Beauty Without Cruelty are represented on the CTPA Board," she says. "Avon and Revlon, large companies who have been making widely publicised claims, are members, as are Innoxa and Boots, who haven't tested on animals since 1975." She added that she had no knowledge of campaigns planned in the USA.

BRIEFS

The 1990 Chemist & Druggist Directory will be closing for press on September 8. This is a reminder to return your editorial entry form to Sarah Walker at Benn Business Information Services, PO Box 20, Sovereign Way, Tonbridge, Kent TN9 1RQ. If you require a form, or wish to be entered for the first time, please ring Sarah Walker on 0732 362666 ext 837 immediately.

The European Communities Commission has issued a proposal for a directive on general product safety which will apply to all consumer and industrial products. It is similar to a previously issued working document, with the addition of procedures for dealing with emergency situations in which "grave and immediate risks" are involved.

Medical damages rose by 50 per cent in 1988 to a record £25.8m, according to the Medical Defence Union's annual report. The changes proposed in financing medical defence, with health authorities made responsible for negligence by their employees, is unlikely to alter the numbers of patients resorting to litigation or the size of the awards, says the MDU. In a case involving the prescribing of chloroquine daily, instead of weekly for a family of four, the family won £6,000 from the GP and £4,000 from the pharmacist who missed the error, in an out of court settlement.

From August 31, the Retin-A information hotline, answering queries on Retin-A and its applications for acne and photodamaged skin, will be based at the medical department, *Cilag Pharmaceuticals*. Tel: 024 024 3541.

Prescription charges in Jersey go up from £0.70 to £0.90 in October, due to a significant increase in the number of prescriptions issued. The cost is subsidised out of the Health Insurance Fund, and the cost to the patient fluctuates with the amount of money in the Fund. In the past years charges have varied from £0.50 to £1, records the *Jersey Evening Post*.

Cow & Gate Clinical Care have introduced a nutritional helpline — a direct telephone link with a qualified dietitian who will answer queries on nutritional support in adults and the wide range of Cow & Gate clinical care enteral feeding products. Pharmacists with problems regarding Cow & Gate products and their nutritional composition can receive a rapid response by phoning helpline. *Cow & Gate Clinical Products Division*. Tel: 0225 751098.

Government proposes "green" labelling

The Government has issued a Green Paper suggesting that consumer goods, judged by an independent panel to be environmentally friendly, should be awarded a "green" label because of fears that some manufacturers may be making false claims.

The proposed system would apply to all goods except food and drink, and would be voluntary. Virginia Bottomley, Junior Environment Minister, launching the paper said: "We want to reach an early agreement on a system of environmental labelling which provides consumers with accurate information and encourages businesses to produce goods with a more benign impact on the environment". Environment Secretary Chris Patten is to call for a European labelling scheme at the Council of Ministers meeting in September.

Unichem have welcomed the move, saying that they would be one of the first companies to apply for the label for their own-brand nappies. A spokesman told *C&D* that they have been concerned

that some major companies are making unjustifiable claims. A Numark spokesman told *C&D*: "We support the proposal, because consumers buying a product from a pharmacy should be assured of quality".

But the Consumers' Association is reported to have criticised the proposal for being limited to the environmental impact on the use or disposal of products, without considering the effects of production, packaging and distribution.

■ Swaddlers, manufacturers of Togs disposable nappies, say their review of the environmental issues of concern in the production and packaging of disposable nappies has shown that using a bio-degradable plastic is of arguable ecological benefit. "The majority of nappies are placed in a sealed plastic sack which is then dumped in a land-fill site. Although manufacturers are allowed to state that they use bio-degradable plastic, at best this must be a rather cynical use of ecological labelling," Peaudouce went "bio-degradeable" last week (p194).

Selegiline study spells new hope for Parkinson's?

Much media interest has been raised by the results of a small scale study from the US which suggests selegiline (Eldepryl, Deprenyl) delays the need for levodopa in Parkinson's patients, and slows the rate of progression of the disease.

Drs William Langston and James Tetrud of the California Parkinson's Foundation, reporting in *Science* this week, investigated 54 patients with early Parkinson's in a double blind trial. The patients were randomly assigned to Selegiline 10mg a day or placebo and followed until levodopa was needed, or for three years.

The results showed levodopa was needed after 312 days in the placebo group and 549 days in the treated group. The rate of disease progression, measured by five scales assessment scales, was slowed by between 40 and 83 per cent in the selegiline group compared to placebo.

The researchers themselves caution against the results because of the trial size, and say the results should be regarded as preliminary. A larger US study with 800 patients is nearing completion.

Caution too, has been urged in the UK. A neurologist interviewed on Radio 4's "Today" programme last Friday said it was early days to draw firm conclusions.

He questioned why those responsible for decoding the trial had not stopped it as unethical when such marked differences between active and placebo groups were first noticed.

Selegiline, a MAO-B inhibitor, has been used in the UK in advanced Parkinson's disease for some years.

Get your fax from the NPA

The National Pharmaceutical Association is offering the Philips Fax 3100 at a special price of £632.50 delivered, saving about £160. This offer is being made in advance of the scheduled "launch" next month, due to the number of inquiries which are flooding in, say the *NPA Business Services*. Tel: 0727 32161.

New jobs for DoH team

New responsibilities at the Department of Health have been announced following the appointment of Lord Trafford as a second Minister of State.

Health Secretary Kenneth Clarke will continue to have overall charge of the Department and the Office of Population, Censuses and Surveys.

David Mellor, Minister for Health, handles NHS management, personnel and pay issues, community services, primary care, health promotion, AIDS and waiting lists.

Lord Trafford will be concerned with family planning, services for the elderly, drug abuse, medical manpower and education, NHS services for children, hospital scientific services and pharmaceutical issues.

Roger Freeman, Parliamentary Secretary for Health, will be responsible for environmental health and food hygiene, mental illness, public health, ethnic and minority health issues and financial management.

AZT success

Zidovudine (also known as AZT) significantly slows the progression of HIV infection when given to patients with early AIDS-related complex (ARC), concluded a US Government study last week.

The double blind trial involving 713 HIV-infected persons was conducted by the National Institute of Allergy and Infectious Disease (NIAID) and Burroughs Wellcome Co. (see p352).

Participants showing symptoms such as oral thrush, chronic rash or intermittent diarrhoea, were given zidovudine 200mg every four hours (1200mg/day) over three to 20 months or placebo. Only 50 went on to develop advance ARC or AIDS and of these, 36 patients received placebo compared with 14 who had received zidovudine.

The drug was well tolerated, with less than 5 per cent of patients experiencing serious side effects.

"For the first time, the benefits of antiretroviral treatment for patients with early symptomatic HIV infection have been clearly shown," says Dr Anthony Fucci, NIAID director.

The Food and Drug Administration were said to be working closely with NIAID and Wellcome to ensure wider availability of zidovudine to patients with early ARC as soon as possible.

Malaria writ against Parke Davis

A traveller who suffered side effects after taking two anti-malarial drugs is suing the manufacturer for alleged negligence.

In a High Court writ issued in London, Mr Peter Bull claims damages against the Parke Davis Company Ltd, of Mitchell House, Southampton Road, Eastleigh, Hampshire.

Mr Bull, of Iffley Road, Oxford, claims in the writ that he suffered agranulocytosis as well as disabling and debilitating side-effects in late 1985 and 1986 after taking the drugs amodiaquine and proguanil.

Tiempe recall

DDSA Pharmaceuticals have instituted a recall of batch 5908A of Tiempe/trimethoprim 200mg tablets in a 100-tablet pack. The company says this is a precautionary measure due to a report of a rogue container with this batch number which was found to contain Pyridantin/dipyridamole 100mg tablets.

Containers of this batch should be returned to DDSA who will arrange for stock replacement.

CPP exams

The closing date for registration for this year's College of Pharmacy Practice part I and part II exams is August 31.

Late registration will be accepted until September 29. The fee is £40, and the late registration fee £55. Registration forms are available from Alison Oliver, The College of Pharmacy Practice, Bell House, 111 Lambeth Road, London SE1 7JL (tel: 01-735 0418).

The part I exam will be held on the afternoon of October 16, and the morning of October 17. The part II written paper will also be held in the morning of October 17, and the oral examinations in the afternoon.

C&D Price Service: Dep UK have announced the trade price for Cuticura medicated shampoo will be reduced to £8.53 per outer from August 1 (236ml £1.99).

TOPICAL REFLECTIONS

by Xrayser

A nose ahead

I commend the NPA slogan for 1990 — "Ask an Expert. Ask your pharmacist." When I heard they were going to improve the advertising I was scared they would try to build on their past success, and spent sleepless nights, speculating on the possible results. You know the sort of thing, like "Ask your pharmacist .. he nose best" or "Speak to the pharmacist... and get rid of the drip". I never did like the dripping nose theme.

This new approach will give infinitely more scope for development.



Burden of office

Last week I mentioned our representation on the new smaller FPCs (eight members instead of 20 odd) and this coincided with the publication of NPA's reservations about the workload which will fall on our single representative. The NPA is concerned that he should be allowed a deputy to cover meetings in his absence. The pharmacist member will clearly have considerable responsibility. I think he will need funding and support, for although the post is "voluntary service" in the long tradition of such public duties, it must not be treated as a job for the amateur. With known Government intentions it will be essential to have a pharmacist present at every FPC meeting.

The idea of submitting several names to the Minister for him to choose one he may deem suitable is highly offensive. Surely it is for the represented profession to choose the person they consider best if they are to have any degree of confidence in decision which they will be made. But I now have to amend my last advice. We should submit one name as our representative with one other as deputy, making clear we know what we are doing, and why...

PMRs et al

The service charges for maintaining patient records for residential and nursing homes have at last been published by PSNC. This money can only improve the service we give since it will represent a real incentive.

Documentation presents few problems though since I would have thought any serving pharmacy would find it essential to keep records as a check on progress.

My experience in an area with a chronic shortage of nursing staff, and consequent use of agency nurses, has made it essential to maintain full records to protect myself, and to ensure patients have continuity of treatment. Once you have accepted responsibility for the supply of medicines to a home then I think you also have a greater responsibility than the mere dispensing of scripts. We have a valuable supportive role. It is good to see it being recognised...

BP testing

Did you read in *C&D* last week, the *Which?* report on blood pressure machines which suggested none of the seven devices it checked were accurate, when compared with the mercury sphygmomanometer? I have been offering blood pressure checks for years. I take two readings, the second of which is usually lower because the patient is more relaxed. However, as an indication of patient state, our testing is of great value, firstly in reassuring patients whose pressure is normal, and in encouraging those whose figures fall outside normal levels to seek advice. When I get a patient whose reading shows 285/120, as happened last week, I'm not concerned whether there could be a 5 per cent error or not. The patient needs help now and is grateful for the service...

Lack of funds prevents establishment of community interest group

The Royal Pharmaceutical Society's Council agreed at this month's meeting that a Community Pharmacists Membership Group should be established when it was financially feasible. Mr W.H. Howarth said he was very disappointed with the recommendation which came from the Practice Committee. He pointed out that such a group would probably constitute more than half the total membership. Potential members of the group contributed more than half the members' retention fees, yet they were being denied representation on financial grounds. At least it could be in the five year plan (currently being drafted) as a matter of priority.

The office had provided an estimate of the extra costs of employing the additional staff needed to administer the group. Mr W. Darling questioned some of the arguments used in this estimate and proposed that the matter be looked at in depth along with the other activities within the Society's practice division. Dr D.H. Maddock seconded Mr Darling's motion and pointed out that the Council had never been presented with such figures when other groups had been founded.

The president said the group would be set up in a different way from other membership groups, which had been formed to represent minority interests.

Mr D. Sharpe thought it was implicit in the words "when it was financially feasible" that the matter would be put into the five year plan and if resources were available then further discussions would take place. It was not financially feasible in the immediate future and it could not be accepted as a priority. Mr Darling's motion was lost.

More time on control of entry The Department of Health is to be asked for more time for the Practice Committee to consider a draft amended guidance document on the arrangements for control of entry to pharmaceutical lists. The Department had written on July 20 asking for comments by the end of August, but the Committee felt that was insufficient time, and sought a two month extension to October.

Sharps container The Council has agreed to ask the Minister of Health for central action on the production of a suitable sharps container for disposal of needles and syringes used by intravenous drug misusers.

European pharmacists Seven

pharmacists from European Community member states had registered with the Society between April-June, bringing the total registered since April 1988, to 48. About half were from Ireland. Some 54 certificates have been forwarded to member states on behalf of British pharmacists.

Continuing education funds The DoH has allocated £326,000 for pharmacy postgraduate continuing education in health authority regions for 1988-89, an increase of £146,000 on last year's funding. In addition, some £300,000 will be provided for the central production of learning material that could be used both regionally or nationally.

Pharmaid donation The Society is to make a £1,000 donation to the "Pharmaid Appeal" for pharmacy education and training in Commonwealth countries.

CRCs in clinical trials The Council is to remind pharmacists in industry, through the clinical trials discussion group, of their responsibility concerning the use of child-resistant closures for clinical trial material. This decision followed correspondence to the Society from a hospital pharmacist concerned at receiving trial material in screw-cap bottles.

CRCs for liquids? The Society is to suggest to the Medicines Control

Agency that child resistant containers should be made a requirement of licensing for appropriate liquid preparations. This follows a resolution carried at the branch representatives' meeting.

Managerial posts The Society is to send a further letter to the DoH concerning the differing treatment of pharmacists and other health professionals promoted to senior managerial posts. In March, the Society pointed out that there appeared to be no provision for pharmacists appointed to senior manager posts to retain their professional terms and conditions, but that other professions could do so. The DoH replied that existing postholders would not be obliged to accept senior manager terms, and that any subsequent appointment would be decided between the employing authority and the prospective postholder. The different arrangements for review body groups existed purely because of current arrangements on pay determination, not because managers belonged to a particular professional body, it said. However, the Practice Committee said that although the wording of the DoH letter was ambiguous, it seemed that pharmacy had been singled out for

treatment different to that for other health professions. The latest letter will request that pharmacists' pay and conditions should be dealt with in the same way as professional groups such as doctors and dentists, whose pay is determined by review bodies.

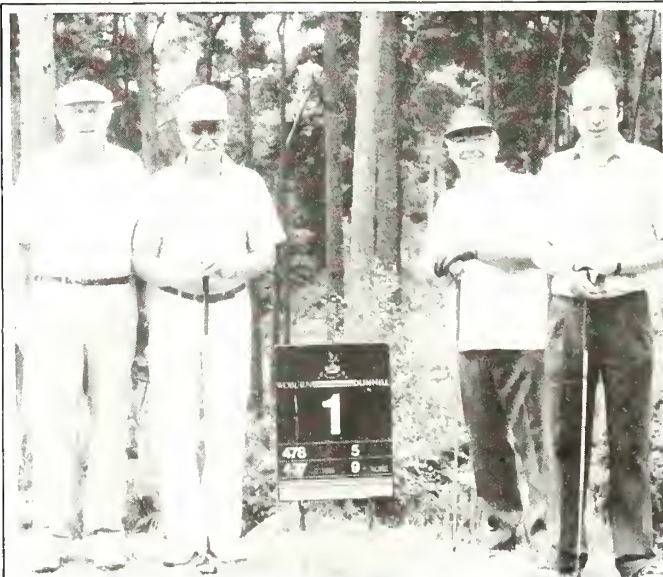
Discharge arrangements The Society is to ask the DoH to include reference to pharmacists in its recently introduced guidance booklet on hospital patient discharge arrangements. The booklet emphasises the importance of ensuring that proper arrangements are made for continuing care before patients are sent home, but makes no mention of the role of pharmacists in counselling, arranging future medicine supplies or domiciliary visits.

Dispensing course The Society is to express concern to the Business and Technician Education Council about a BTEC course for dispensing assistants. The course, at Matthew Bolton College in Birmingham, has no pharmacy input and a letter advertising the course said that those who completed it would be able to work as dispensing technicians in hospitals. The Society is seeking confirmation that the course is intended only for dispensing doctors' assistants.

Plain English on benzodiazepines A proposed patient benzodiazepine leaflet will be sent to the Plain English Campaign for comments. The leaflet will then be commended to the DoH as a candidate in the Pharmacy Healthcare scheme when central funding becomes available. It will be suggested to the Medicines Control Agency that use of the leaflet should be made a requirement of product licensing with leaflets included in manufacturers' packs.

Child safety role The advice pharmacists could offer on aspects of child safety, including use of child-resistant containers and the Society's role on the Pet Health Council, should be commended to the Royal Society for the Prevention of Accidents, the Council has agreed.


Notice in pharmacy Council decided to make no objection to a notice advertising a private clinic, offering physiotherapy, chiropody and other services, being displayed in a pharmacy. The notice, of A4 size and professionally produced, would be displayed as a matter of information to the public.




Six teams selected from the cream of the National Pharmaceutical Association and invited golfer pharmacists fought every divot and bunker for the glory of winning the NPA invitation golf day. The event was held at Woburn Golf Club, home of the Dunhill Masters event, on July 26 with the preliminary rounds in the morning and the grand final, between the six teams, being set into play with a "Texas scramble". Pictured here the winning team, from left to right, Les Calvert (Leeds), Tony Leach (Hampshire), Ray Todd (NPA) and Richard Gee (Weston Supremere)



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COUNTERPOINTS

Shockwaves is CFC free

Wella have completed their CFC-free Shockwaves range with the relaunch of Hard Rock hairspray as ozone friendly.

The new formulation is available in 75ml, 250ml and 400ml and is said to be more concentrated and to offer a firmer hold.

To coincide with this, the company have also introduced a larger size 75ml Shockwaves styling wax (£3.49) to compliment the existing 50ml tub.

Both products are being supported by a £1m consumer press advertising campaign which will run until December. *Wella Great Britain. Tel: 0256 20202.*

Streaks time

In time for the Summer boom in hair streaking. Wella are linking their hair streaking kit with the Wella Balsam intensive dry ends conditioner with a banded promotional pack.

Packs of Scandinavian Blonde hair streaking kit are banded with free 50ml trial size tubes of the recently launched intensive dry ends conditioner. The promotion coincides with the current £250,000 advertising campaign backing the conditioner. *Wella Great Britain. Tel: 0256 20202.*

Golden gift

Jean Patou's latest promotion for Ombre Rose features a "Golden moments" layering kit — perfume, eau de toilette and soap — with any item from the fragrance and bath range.

The gift with purchase (soap excluded) comes in a white envelope style presentation decorated with gold floral motif. It will be backed by a series of half-page colour advertisements in October issues of *She*, *Cosmopolitan* and the *Daily Telegraph's* Saturday colour magazine. *Jean Patou Ltd. Tel: 01-328 1036.*



Bronnley relaunch Honey & Beeswax

Bronnley have relaunched the Honey & Beeswax toiletry range with new packaging, and have added four products to "the most feminine of the Bronnley ranges". The packaging is traditional, and depicts images which mirror the natural ingredients which the products contain.

The new items are Honey talcum powder shaker (100g, £2.95), Honey foaming bath oil (100ml, £3.95), moisturising Honey & Beeswax body cream (100ml, £3.95) and miniature guest soaps (25g, £0.50), all individually boxed and available in honey and honeysuckle and honey and wild rose fragrances.

Foaming bath oil is a new concept to Bronnley bath preparations, says the company. They say it combines honey and

beeswax oils with long lasting bath foam creating a double action combination of bubbles and oils in the water. The bath oil comes in an "elegant" glass bottle with gold cap (3, £8.16 trade).

With a blend of honey, aloe vera and beeswax the body creams protects the skin, say Bronnley. It comes in a high density, unbreakable jar with rounded edges and gold lid, with motif on both the jar and the box (3, £6.51 trade).

Guest soaps are engraved with the same honeycomb design as on the boxes (24, £6.72 trade). The talcum powder is fine and silky and comes in a slim, cylindrical shaker with swivel cap to adjust flow rate (3, £4.86 trade). *Bronnley Ltd. Tel: 01-629 8711.*

Total Body Care launch Gericare

Total Body Care have launched Gericare capsules (30 £4.49, 60 £7.45). The product contains a combination of 22 vitamins and minerals, and the dose is one capsule daily.

Gericare has been available for about six weeks, in a pilot scheme involving 50 pharmacies. The

company is now extending its distribution and carrying out an information mail-out to doctors and pharmacists.

The product is the first in the Total Body Care range. A further 61 will be launched in mid-September, say *Total Body Care Ltd. Tel: 01-997 3740.*

Cacherel's portfolio

Cacherel are running a number of Autumn promotions for Loulou, Anais Anais and Cacherel pour Homme.

From September 18, purchasers of a 50ml eau de parfum spray of Loulou will receive *le sac soir*, a lined black evening bag with a bow clasp made in the Loulou material.

Anais Anais *la collection de luxe* is a silver-plated dressing table collection of brush, comb and glass powder bowl decorated in a floral design. The collection is offered as a gift with purchase of 100ml eau de toilette spray from October 30.

A grey pure cotton towelling robe will be presented with purchases of Cacherel pour l'homme from October 2. All offers are available while stocks last. *Prestige & Collections Ltd. Tel: 01-937 5454.*

More glow

Ultra Glow are to launch Compliments, a range of co-ordinated lip and nail colours available from mid-September.

The range consists of 12 matching lip (£3.95) and nail (£2.95) colours in pearl and gloss shades. They are packaged in burgundy, black and gold and come in co-ordinated merchandising units which fit into existing displays. *Ultra Glow Ltd. Tel: 01-607 9983.*



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- Full PR and POS back up
- Informative, medically endorsed consumer leaflets
- Recharge your sales — recommend CYSTOPURIN

NEW CONSUMER APPEAL:

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Step up to higher



For gentle overnight relief

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LONG LASTING ALLERGY RELIEF

GIVES EFFECTIVE RELIEF 24 HOURS

- HAY FEVER • SNEEZING
- ITCHY WATERY EYES
- RUNNY NOSE AND OTHER ALLERGY SYMPTOMS

RELIEF WITHOUT DROWSINESS FOR 90% OF USERS

1984

Aller-eze Plus

ALLERGY RELIEF + DECONGESTANT

FOR FAST RELIEF FROM

- NASAL AND SINUS CONGESTION
- HAY FEVER AND OTHER ALLERGY SYMPTOMS

RELIEF WITHOUT DROWSINESS FOR 90% OF USERS

1986

Hemocane cream

RELIEVES HAEMORRHOID PAIN

- Fast relief of pain
- Soothing relief of itching, burning
- Protective action promotes healing

NEW ECONOMY SIZE PACK

- Non-greasy
- Non-staining

1987

TRIOGESIC

12 TABLETS

DECONGESTANT PAIN RELIEF

CONTAINS PARACETAMOL

- Clears nasal congestion and catarrh
- Relieves facial pain and headache

1987

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1988



Hold it

Tambrands are launching an in-pack offer for October, supplying a free tampon holder with every 40 pack of Tampax regular, super and super plus tampons.

The holder has been specially designed in France, and customers simply need to buy any one of the promotional packs to obtain it. *Tambrands Ltd.* Tel: 0705 474141.

Sally Hansen cures Cuticles

Network Mangement Ltd have introduced Cuticle Zone Therapy into the Sally Hansen range of nail treatment products, making it the third product in their "therapy family".

Available from the end of September, it comes in a 9g clear tube (£3.50) and is said to add moisture to even the driest cuticles.

The tube holds three separate treatment layers in blue, violet and yellow, which are applied with a single sponge applicator.

The top layer is a replenishing gel, containing aloe, glycerin and moisturising conditioners. Below this is an emollient cream with allantoin to restore the healthy appearance of cuticles, while the final layer contains collagen and vitamin E to help make the cuticle area more resilient, says the company. *Network Management Ltd.* Tel: 01-560 1200.

Foot support

In their biggest ever Press campaign, Scholl say they are spending £750,000 to promote their Foot Refresher Spray (125ml £1.39) and Rough Skin Remover (115ml £1.35).

The campaign will run until the end of September and half-page colour advertisements will be inserted into women's weekly and monthly Press. *Scholl (UK) Ltd.* Tel: 01-253 2030.

Rimmel in Autumn look

Rimmel are concentrating on a harvest theme for their Autumn collection of colours for the eyes, lips and nails.

The Harvest collection is divided into two tonal themes: the festive Pagan Nights, and the mellow Pastoral Days.

Pagan Nights consists of two duo pearly eye shadows: Pearl Eyes in blueberry and lilac (£1.49) and Double Exposure in pink and violet (£1.99); a deep violet kohl eye pencil (£1.05); Cleverstick for lips in fuschia (£1.19); a tawny-port Colour Plus lipstick (£1.25) and matching nail polish (£0.95).

Rose-coloured Pearl Eyes (£1.49) and Double Exposure (£1.99) belong to the pastoral range, with a deep-teal soft kohl pencil (£1.05); a grape Cleverstick (£1.19) and a brandy Colour Plus lipstick (£1.25) with matching nail polish (£0.95). *Rimmel International Ltd.* Tel: 01-637 1621.

Vitamin deal

Healthlife are offering a trade deal on their vitamin C range.

In addition to a new 90 size of 1g chewable, orange-flavour vitamin C tablets, they are offering a "buy now — pay later" deal on a 20 per cent extra free consumer offer.

The new 90 size will be available from September 1, and the "C range super deal" applies to all orders for vitamin C products placed between now and September 31. Orders will be delivered and invoiced in September, but paid for by January 1, 1990.

The 20 per cent extra free consumer offer is supported by POS material including window display posters, printed tubs and information packs. It covers the 100mg 100s 500mg 50s, 1gm 30s orange flavour and 500mg 50s cherry flavour. *Healthlife Ltd.* tel: 0274 595021.

Beecham Toiletries are supporting the recent Vosenelaunch with a £2.2m television advertising campaign starting this month. The commercial will be transmitted nationally until the end of September and will be repeated in the new year. *Beecham Toiletries.* Tel: 01-560 5151.

Dextrosol orange drink and energy tablets have been given a new look by CPC and have been re-launched under the brand name Dextro Energy. *CPC (UK) Ltd.* Tel: 0372 62181.



No hairs with Braun

Braun Electric have launched Silk-épil, an electric epilator which, they say, will revolutionise the way women remove unwanted hair.

It offers a system of 19 rotating discs which work as nine tweezers, pulling out the hair without stretching the skin. There are no blades, so the product is safe as well as simple to use, says

the company.

Silk-épil (£39.95) comes complete with its own plug and white and yellow trimmed purse. Cleaning is carried out by removing the head and using the brush provided.

A £700,000 national TV advertising campaign will be launched at Christmas to promote the product. *Braun Electric (UK).* Tel: 093 27 85611.

Kent care for hair

G.B. Kent have launched the Sensation range of six hair styling brushes.

The brushes, made from a rubberised material, are designed to allow the hair to be parted for blow drying and styling without damaging the scalp, says the company.

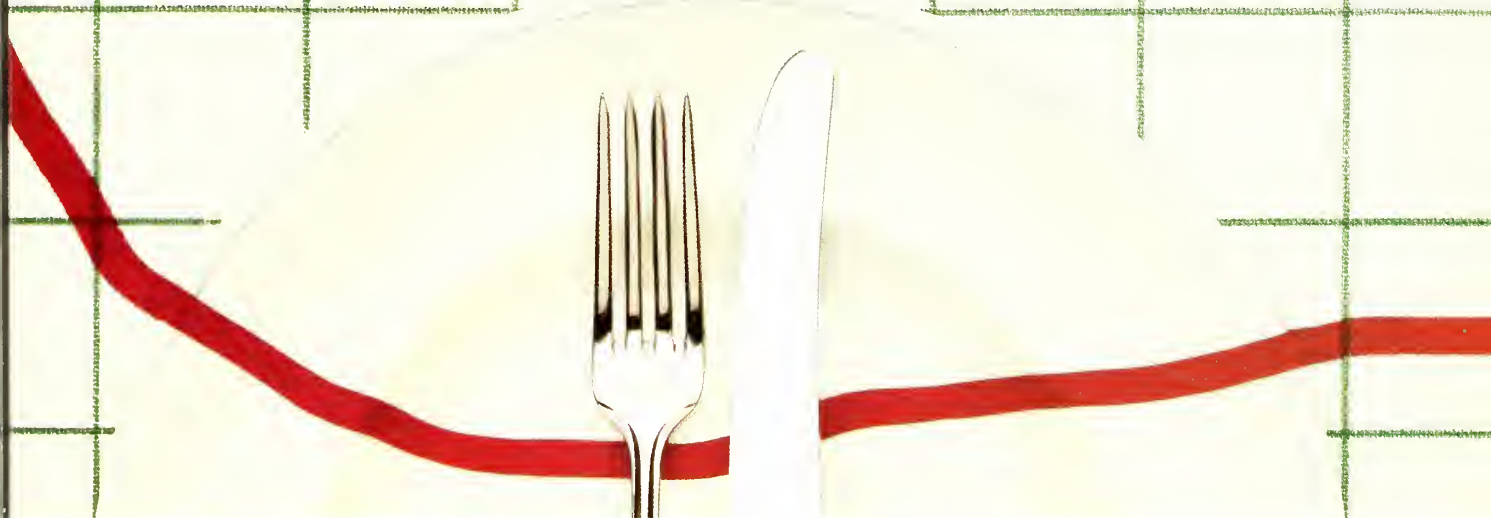
The packaging has been designed to compliment the range and is two-tone red and grey. Each pack carries a booklet detailing the brushes and their uses. Prices range from £4 to £5. *G.B. Kent & Sons Plc.* Tel: 0442 51531.

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
Arrid for Men:		
		G,Y
Amplex range:		
		Y,C,A,HTV,TSW,TVS,LWT
Andrews Answer:		
		Y
Endekay dental health gum:		
		GTV,STV,BTV,G,C,HTV,TSW,TT
Goldseal batteries:		
		GTV,U,STV,BTV,TSW,TVS
Goldspot:		
		HTV,TSW,TT
Impulse body spray:		
		All areas except TV-am
Lanacane Creme:		
		U,STV,G,A,C4
Macleans toothpaste:		
		All areas
Mentadent toothbrush:		
		TV-am
Optrex:		
		All areas
Oxy:		
		All areas
Palmolive shampoo:		
		All areas
Pearl Drops:		
		STV,C
Pure & Simple:		
		All areas
Sensodyne toothbrushes:		
		STV,BTV,TSW
Sensodyne toothpaste:		
		All areas except CTV,C4 & TV-am
Showerfresh:		
		All areas
Sunsilk shampoo & Styling Mist:		
		GTV,B,C,CTV,U,G,A,TSW;STV,U,HTV,TVS,TT,C4,SK
Sure:		
		All areas except TV-am
Tampax:		
		U,STV,BTV,G,Y,HTV,TSW,TT
TCP:		
		C,HTV,TT
Timotei shampoo:		
		All areas except TV-am
Vosene:		
		All areas

new research study results

How chewing gum rapidly curtails two hour plaque acid attack



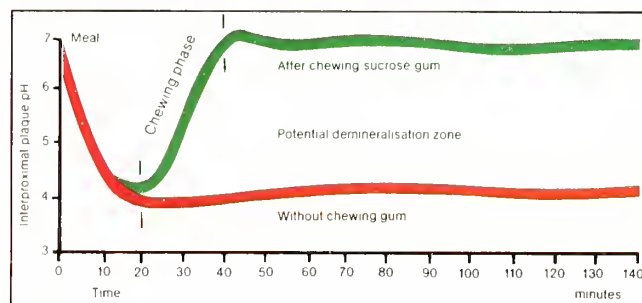
Most meals and snacks increase plaque acid production.^{1,2} Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.³ And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow⁴ and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.¹ As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)⁴, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.³

Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.³



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.





Accessories by Bronnley

A range of natural sponges and exfoliants is being introduced by Bronnley, to complement their soaps and toiletries.

Sea sponges, in natural dark or bleached sponge, come in five sizes, ranging from 5.5 to 10 inches (£6.99-£21.99). Loofahs come in two sizes — 8 inches (£2.25) and 12 inches (£2.99). Volcanic pumice nuggets come in baskets of 50 (£14 trade), each piece selling at £0.50.

Available in two types of wood are nail brushes (cherry £6.95, tobacco £6.95) and back brushes (cherry £12.99, tobacco £14.99), made with natural bristle. The back brush has a 16 inch, removable handle, allowing it to be used as a hand brush. The sponges, loofahs and brushes are available singly to the trade, say *Bronnley Ltd.* Tel: 01-692 8711.

Brushing up

Warner Lambert Health Care promoting Euthymol with a "decidedly different" consumer competition which will run until the end of November. Entrants have to specify their own prize within a £5,000 budget, and say why it's suitable for a Euthymol user. Entries must be accompanied by a carton. *Warner Lambert Health Care.* Tel: 0703 620500.

Autumn feel

Guerlain are adding new Autumn/Winter colours to their Lhassa range, available from September. The new products are powder eyeshadow in santal et pourpre and mauve et brume; Starcil treatment mascaras in noir and bleu, and lipsticks in rouge pagode and rose parme transparent with matching nail polishes. Prices are unchanged. *Guerlain Ltd.* Tel: 01-998 1646.

Poorest year yet for cosmetics and toiletries

Despite a "highly favourable economic backdrop", 1988 was one of the poorest years yet for the cosmetics and toiletries industry, says the latest "Silver Book" from John Hogston Associates.

The report says that although total retail sales were the best for ten years, increasing by 6.5 per cent, cosmetic and toiletries could only manage an increase of 3 per cent year on year at £1.06 billion trade. When price increases of 5.9 per cent were taken into consideration, demand, in real terms, dropped by 2.9 per cent.

The reason for the drop, which is said to be the first decline in real terms for five years, lies mainly in an "unusual slackness" in demand for hair preparations, coupled with poor sales in skin care products, say JHA.

Valued at £319m, hair care preparations account for 30 per cent of the market but they declined by 9.3 per cent in real terms last year.

However, the report states that some areas of the sector are showing signs of recovery. The depressed state of demand is more a reaction to high inventories, following four years when the growth rate averaged 13.8 per cent, than it is to any slackening in consumer demand, say JHA.

Skincare purchases also proved disappointing. Demand for skin care preparations in 1988 fell in real terms by 7.8 per cent. Worth £151m the sector represented 14.6 per cent of the total cosmetic and toiletry market.

The future for skin care looks equally gloomy, with advanced figures for the first quarter of 1989 showing a 1.5 per cent increase on the same time in the previous year. This suggests that the slackness will continue say JHA.

The picture painted by the fragrance market is slightly more encouraging and JHA say that the sector, worth £172m, is now beginning to show some "signs of life".

They say that this is largely due to a 15 per cent increase in sales in the parfum sector which accounts for some 56 per cent of the category's total. In 1988 the overall fragrance category recorded a real term increase of 6.1 per cent for the first time in three years.

At the same time there was a sudden revival in sales of make-up

and products for men. For the second year running 1988 saw an increase in sales in men's products. Sales were up by 8 per cent in real terms, due mainly to a rise in demand for aftershaves, says the report.

Similarly, 1988 was another good year for make-up with demand growing by 6 per cent at constant prices. Worth £127m, make-up accounted for just over 12 per cent of the total market.

Also performing well, according to JHA, was deodorants and anti-perspirants, a market which has grown nearly four times in the last 10 years, with sales worth £84m, the sector is worth 8 per cent of the total market — the increase in demand in real terms was 8.2 per cent.

However none of these sectors were strong enough to compensate for the drop in hair and skin care preparations.

Predictions for the first quarter of 1989 suggest that total sales of cosmetics and toiletries will have risen by a modest 4 per cent at current prices when compared with the same period last year. JHA say that the quarter will certainly record a "further real term downturn".

Sectors predicted to have done particularly well in this quarter are depilatories which are expected to have risen by 43.8 per cent and fragrances with a predicted rise of 16.4 per cent.

Poor performances are expected from make-up which could decrease by 0.5 per cent along with a 7.5 per cent downturn for denture products. The total market is expected to be up 4 per cent on the same time last year.

The *Silver Book* is published by John Hogston Associates. Tel: 01-390 2826.

Beecham Toiletries are promoting their Brylcreem range with a competition to find the Brylcreem boy for 1990. Night spots around the country will host regional heats and the final will be held in November. *Beecham Toiletries.* Tel: 01-560 5151.

Pentax's latest dealer assistant scheme offers the chance to take a ride in a turbo-engined gazelle helicopter, try go-kart racing, or clay pigeon shooting. The promotion is linked to sales of the Pentax range. Contact Marilyn Dixon, *Pentax UK Ltd.* Tel: 01-864 4422.

Range rights

De Witt International Ltd have gained sole UK distribution rights for the E. T. Brown Drug Company's Palmer range.

The range consists of skin and haircare products and includes cocoa butter in soap and lotion form (from £1.65 to £4.39); Skin Success cream, soaps and lotion (£1.23 to £4.79); No Blade shave products, including after shave lotions (£1.29 to £2.15); deep conditioner in mousse form, spray and foil packs (£0.89 to £4.25); and perm relaxers including apple essence (£2.15 to £2.89) and permanent cream relaxer (£4.05). *De Witt International.* Tel: 01-441 9310.

Vapona in screen offer

This month Nicholas Laboratories are offering consumers a free cinema ticket to "The Fly II", with a proof of purchase from any product in their Vapona range.

The promotion is supported with counter dispensers and display units. Money-off coupons, along with competition details, are available from all first choice Odeon cinemas until September 8. *Nicholas Laboratories Ltd.* Tel: 0753 23971.

Transparent Vegetas

Droyt are launching Vegetas soap at the end of the month. It is a "genuine" transparent glycerine soap made from vegetable oil with no animal-derived ingredients, the company says.

The launch will be supported by advertisements in health, beauty and women's magazines, including *The Vegetarian* and *Health & Beauty*.

In a drive to extend their distribution, the company will be sending a mail-out to pharmacists with product and supply information. *Droyt Products Ltd.* Tel: 02572 62165.





Denivit relaunch

Eylure Ltd are relaunching Denivit toothpaste backed with a £750,000 advertising spend in September.

Commenting on the move, Eylure chief executive Denis Wilkinson said: "The major investment we are putting behind the relaunch is the first of a number of opportunities resulting from our association with Nobel." Eylure joined the Swedish consumer goods company last year.

Commercials will be screened during September and October and will be backed by a major poster campaign. In conjunction with this, colour advertisements in women's Press will break in September, running until the end of the year.

Below-the-line support will be considerable, says the company, and includes the current money-back guarantee offer and an extra fill pack on-counter early in 1990. Next year, further television advertising is planned as part of the roll-out campaign to sustain the level of awareness for Denivit. Eylure Ltd. Tel: 06338 38611.

No tears

QuillGold Marketing Ltd have widened the distribution of their baby soother, Heart Beat, to include pharmacies.

Starting this month, the company hopes to sell the product through local chemists and the larger multiples. It has been available from nursery outlets since May.

The plastic unit (£19.95), is battery operated and recreates the sound of a mother's heartbeat. It is said to soothe and comfort children up to two and a half years old.

The device can be placed in the corner of a crib sized mattress and is automatically switched off after ten minutes to ensure that a baby is not kept artificially asleep, says the company. QuillGold Marketing. Tel: 0905 795963.

Maybelline winds up after Rimmel Sale

Following the sale of Rimmel International to Unilever plc, Schering-Plough has announced that the Maybelline brand (not included in the sale), will be withdrawn from the UK by the end of the year.

The estimated 1,000 outlets still holding stocks of Maybelline will be issued with 50 per cent

mark down vouchers in September, to run until after Christmas.

Any remaining stock will be redeemed by MRM, a promotional company representing Schering-Plough, in January next year. Further details will follow. Rimmel International. Tel: 01-637 1621.

A Xeryus Christmas

Givenchy are backing their most popular lines with a range of special Christmas counter merchandisers.

A 20 piece unit is available for Xeryus after shave (60ml £11.75) and a 12 piece unit for Ysatis eau de toilette natural spray (50ml £26.75).

Ysatis bath and body line comes in a unit holding four sheet gold beauty veil (£21), four beauty veil (£21) and four bath and shower gel (£19.25). Parfums Givenchy Ltd. Tel: 0932 245111.

Token gifts from the NPA

The National Pharmaceutical Association is, by popular request, offering pharmacy gift tokens in five designs. The tokens are solely redeemable in the supplying pharmacy, bringing in potentially new customers. Additionally, the NPA points out that a fair proportion of gift tokens are not redeemed.

The redemption values are decided by the purchaser and entered on the vouchers together with the pharmacy stamp and the issuer's signature. The starter pack includes a record sheet for added security. Any particular design, returned in good condition, can be exchanged post free by the NPA Business Services. Tel: 0727 32161.

Maurice Douek are spending £1m on magazine advertising for Colors de Benetton and its male companion fragrance this Autumn.

Full page colour ads will appear in selected women's titles and male sports-orientated and pop magazines. Maurice Douek Ltd. Tel: 01-328 1036.



Basket gifts

Pearl Glow Ltd have designed two gift baskets for the Barielle Nail Fitness Programme range, which will be available from September.

The baskets come in two sizes, the small one (£9.95) contains palest nail colour, a top coat and petite sizes of nail hardener and intensive night time nail renewal.

Petite sizes of professional protective hand cream, nail strengthener cream, extra gentle cuticle minimiser, nail hardener and intensive night time nail renewal are included in the large basket (£12.95) along with two gentle emery boards.

Both baskets are trimmed and sealed in cellophane and the company has created two recommended opening orders; eight large baskets and 12 small, (£129.00) and four large baskets and six small, (£64.50). Pearl Glow Ltd. Tel: 0732 462816.

Marigold give money off

Marigold are offering consumers £1 off their next two purchases of household gloves with promotional stock available from September. Packs of Marigold extra life, light touch and fleur gloves will all carry a token. When two tokens are collected the consumer can send off for two £0.50 coupons to be used against their next two purchases. LRC Products Ltd. Tel: 01-527 2377.

Future not very fragrant, say Euromonitor

As the harsh economic climate hits consumer spending the UK perfumes and fragrances market could see a price war, predicts a new Euromonitor report.

Worth £330 million (value) in 1988, the market is forecast to fall to £320m by 1990. Sales of fine fragrances, currently worth £215m, will be hardest hit "in this most discretionary of purchasing sectors". Mass market brands will also face stiff competition from newer fragranced products like body sprays and shower gels.

There will be a downward pressure on prices as companies are forced to compete in a declining, or at best static market, predict Euromonitor.

"This would lead to a price war which would naturally favour the larger companies," says the report.

One strategy being adopted by manufacturers as they perceive a fall in unit sales, is to launch new products at higher prices on the basis of a particular brand's "unique" value.

A threat to leading branded perfumes comes from replica fragrances, warns Euromonitor. These originated in the US where they are worth \$200m, although UK prospects are mixed, with replicas possibly appealing more to teenagers who are frequent users but have less money to spend.

Younger women are a key market that have tended to favour fine fragrances and are heavy perfume users. Euromonitor believes perfume companies will develop new products to form a third sector modifying the split between market and fine fragrances, to target such younger women.

Originating from producers of fine fragrances, the new products will exhibit many of the characteristics of mass market brands such as lower prices and a glitzier image.

Demographic trends will result in a falling number of younger women in the population and a growing number in the 35 plus age group where colognes and toilet waters are popular. This could spell a revival in these lower-priced sectors.

Perfumes and fragrances: The International Market. Euromonitor, 87-88 Turnmill Street, London EC1M 5QU, price £975.

New sugar substitute coming soon

Isomalt, a new sugar substitute will soon be available in confectionary such as fruit drops and lollipops.

The German-produced sucrose derivative is said to be non-cariogenic and use as a table top sweetener and in chewing gum and chocolates.

Isomalt is less sweet than sugar and sweetens without aftertaste or unpleasant flavours, say manufacturers Palatinit Suessungsmittel.

It causes an insignificant rise in blood sucrose and serum insulin levels, making it suitable for diabetics, they add. It is a disaccharide alcohol and may produce a laxative effect if consumed in excess: a daily intake of 50g is the recommended maximum.

The physiological caloric value of isomalt is 2kcal/g compared with 3.75kcal/g for sugar. However UK food labelling regulations define isomalt as a carbohydrate and a value of 3.75kcal/g must be shown on packets. Isomalt is marketed in the UK, by *Tate & Lyle Speciality Sweeteners*. Tel: 0734 861361.

Abbott incentive scheme

Abbott Laboratories have launched a national incentive scheme linked to sales of Murine, Selsun, Ferrograd 'C', Cystemme and the Abbott test pack.

Pharmacists taking part can earn points for products purchased from Abbott and assistants are awarded points for sales to the customer. Attaining a certain number of points qualifies the entrant for a specific draw.

The competition offers five prize levels, starting with a Bush radio alarm clock for level one; level two, Roamer watches; level three, Bush midi hi-fi systems; level four, Samsonite luggage and two top prizes of Amstrad home entertainment systems.

The competition closes on October 13 and entry forms, detailing three product questions, can be obtained from representatives, or from *Abbott Laboratories Ltd*. Tel: 0795 580099.

Colman's take over Delrosa

Colman's of Norwich have taken over marketing, sales and distribution of Delrosa from Sterling Health.

The purchase fits in well with Colman's Robinsons range which claims a 43 per cent share of the ready-to-drink sector of the baby drinks market, and earlier this year expanded into granulated drinks.

Colman's marketing director Peter Knowles says: "The purchase of Delrosa, which accounts for 30 per cent of all concentrated drinks, is a natural

progression, giving Robinsons representation in all growth sectors of the baby drinks market".

The selling of Delrosa, currently a two variant, two size brand, by Sterling Health is a continuation of the shake-out of their brands to concentrate on their core OTC medicines business.

That decision has already led to the sale of the moist wipes Wet Ones and Baby Wet Ones to Jeyes earlier this year. *Colman's of Norwich*. Tel: 0603 660166.

Unichem extend merchandising scheme

Unichem are extending their merchandising scheme, run by CPM on Elida Gibbs and Mars confectionary brands, to a further 300 pharmacies, with a view to having it available nationally by mid-1990.

The scheme, which has been successfully tested over the past year, involves a merchandiser employed by CPM visiting the pharmacy once every four weeks to merchandise, restock (from the shop stockroom) and advise on brands marketed by the companies participating in the scheme.

CPM is the largest merchandising company in the

UK. It is based in Oxford and works extensively in the grocery trade. Most of its staff are employed locally, and hence familiar with their area. Product knowledge is provided by the company they represent and the fee is paid by Unichem.

The facility, for those members which wish to make use of it, is being extended from Croydon to the Hinckley depot now, and will be available from Walthamstow and Willesden in October. Details will be available from Unichem assistant marketing director Tony Foreman at Chemex in September. *Unichem*. Tel: 01-391 2323.

Travel with Cussons

During September and October a special 50ml travel size of Cussons for men's after shave will be available for £0.99 and the standard 100ml bottle will be price promoted at £1.69 instead of £1.79.

Skin System's soothing after

shave will carry a 20p off coupon redeemable immediately or on next purchase. POS includes window posters and shelf edge talkers. Skin System comes packed in merchandising units. *Cussons (UK) Ltd*. Tel: 061-792 6111.



The first of the Scottish regional finals in the Nymark Golf Tournament for the Rennie Trophy took place at Rosemount, Blairgowrie recently. It was won by Bill Templeton from Cumnock (third right). Other winners (from the left) Ron Brownhill, Aberdeen (sixth), Walter Wickham, Dornoch (third), Don Meekison, Dundee (fourth), Andy Wood, Beauldy (second) and George Allan, Edinburgh (fifth). Nicholas's Ken White is pictured second right

PRESCRIPTION SPECIALITIES

Temazepam tablets

Wyeth are introducing temazepam tablets on Monday (see p224).

Unlike older solid dose forms Wyeth say their tablets are bio-equivalent to liquid-filled capsules and have a rapid onset of action.

They are white, flat and have bevelled edges. Both strengths are scored and marked Wyeth on one side. The 10mg (500 £12.06) is imprinted "Wy" and "040" on one side and the 20mg (250 £10.52, both prices trade) "Wy" and "041". Product licence numbers are 0530/0255 and /0256 respectively. *Wyeth Laboratories*. Tel: 0628 604377.

Test strips on FP10

Test strips for use with the Exactech blood glucose meter are now prescribable on FP10 say Baxter Healthcare.

Invented by Oxford University and Cranfield Institute of Technology, the Exactech system is claimed to be the smallest blood glucose meter available. Using biosensors, it produces results in 30 seconds, which is said to be faster than conventional meters.

Test strips (50, £9.99 trade) are inserted to the pen-like meter, a drop of blood is applied and after 30s, the glucose level is displayed. The strip reacts with blood to produce a small electrical current proportional to the amount of glucose in the sample.

The meter (£62), is small with a pocket clip, and after initial purchase replacements are supplied free of charge, says the company. Exactech is distributed by, *Unicare Medical Services Ltd*. Tel: 0279 450506.

BRIEFS

Kerfoot are adding the following to their range: codeine linctus (£7.35), simple linctus and simple linctus paediatric (£3.41 and £3.42 respectively) and syrup BP (£2.99, all 21). Doxycycline capsules 100mg are size 3 green capsules, marked "Dox 100" with the twin triangle logo (50, £24.50, all prices trade). *Kerfoot Pharmaceuticals*. Tel: 061-330 4531.

Dansac standard Colo 5, 50mm ref: 115 50-400 (100 £101.80) will be deleted from the Drug Tariff from September 1, say *Cambmac Instruments Ltd*. Tel: 0223 861651.

Milupa lead everytime. Breakfast time, dinner time and tea time.

Milupa are clear brand leaders in the total dry babyfood market. Brand leadership comes from delivering what mothers and babies want.

Mothers told us they want babyfood by mealtimes. So Milupa launched the first ever Tea Time Savouries – of course they were a great success.

Now, by popular demand, we have segmented our whole range into Breakfast Time, Dinner Time, Tea Time and For All Times to make it easier for your customers to choose.

And we are advertising our "Mealtimes" in a national women's press campaign featuring our Little Experts.

To maximise your sales and profits stock up *now* and merchandise your shelves in Milupa Mealtimes.

Where Milupa lead, the market follows.

milupa®

Milupa babyfoods. The one taste little experts agree on.



See your Milupa representative or ring Milupa Sales Department on 01-573 9966.
Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE.



This year, however, they will.

You see even though sales of Seven Seas Pure Cod Liver Oil doubled over the past twelve months the market is still growing.

The reason is simple. Our expanded product range and huge promotional support is bringing new users through your door all the time.

For example, last year, two million people took cod liver oil for the first time.

And this year we'll be mounting a bigger than ever TV and press campaign nationwide.

The total support package – worth £2½ million – also includes counter and window display material plus informational back-up leaflets.





The good news for stockists of Seven Seas pure cod liver oil is that last year none of these people bought any.

What's more, Seven Seas Pure Cod Liver Oil is the only one on the market with a product licence approving the claim to help relieve aches, pains, and joint stiffness.

In short, it's the brand that your customers trust. (8% of all cod liver oil sold is Seven Seas.)

So don't be left high and dry this year.

Keep your shelves well stocked with the brand leader in pure cod liver oil and be prepared to meet the new demand.

Contact your Seven Seas representative for details.

SEVEN SEAS

The No 1 Brand in OTC Health Care

Seven Seas Health Care Ltd.,
Hedon Road, Marfleet, Hull HU19 5NJ



NEW

At last a bath oil that really
does provide longer
lasting emollient protection.

THE ART OF SKIN MAINTENANCE



As it contains absolutely no
soaps, detergents,
perfumes, or colourants.

Bath E45 is ideal for
bathing problem dry skin.

Bath E45's distinctive packaging
will immediately link it
with the top selling E45 range.

The E45 heritage
combined with the significant
investment made in
promoting Bath E45 to the
medical profession and
extensive sampling will create an
enormous flow-on
effect for consumer sales.

Bath E45 is the perfect complement
to Cream E45 and

Wash E45 offering effective care for
dry skin conditions. As part of
the top selling E45 skin maintenance
programme, Bath E45
simply allows your customers to bathe the
discomfort of dry skin away.

BATH E45

DERMATOLOGICAL BATH OIL



WATER MANIA

No longer do people bathe just to wash away the day's grime. Consumers are taking both baths and showers more frequently — baths to soothe, relax or pamper and showers to refresh and invigorate. This has triggered a healthy growth in the shower additives sector, with bath products, too, showing an increase. With even the British male now spending an average of 17 minutes in the bathroom each weekday, the bathing boom looks set to continue.

Market research shows that shower products are showing the greatest growth of all bathcare toiletries. AGB attribute this, in part, to the fine weather, and say that growth is continuing at 27 per cent in value terms.

Smith & Nephew's figure of 24 per cent would tend to back this up. Nicholas* believe the figure to be as high as 38 per cent. Both companies value the shower sector at around £17m, with independent chemists' share placed around 7 per cent. Nicholas predict that the market will be worth £40m by June 1990.

The total bath preparations market is valued at £278m, with the bath and shower sector worth £124m, of which chemists have a 8.5 per cent share, report Smith & Nephew.

Nicholas include bath salts in their bath and shower additives sector, and value this at £114m. Independent chemists' share of this is said to be 6.1 per cent.

Bath liquids are by far the largest sector worth £77m and chemists have a 5.5 per cent share. And of the bath salts sector (which is worth £9.5m), chemists have a 7.9 per cent share, say Nicholas.

Said to be declining because of an increase in the use of body lotions, the talcum and dusting powder sector is valued at £54m by Smith & Nephew, with a chemists' share of 15.4 per cent, they say.

** Figures from the Radox bath report published in July*

Men make a bigger splash

Men are using more and more bath preparations. The 17-24 age group is the primary consumer sector, showing 59 per cent increase in use year on year, according to Smith & Nephew.

Market analysts AGB have predicted that male grooming is this year's up and coming sector. Everyday toiletries, including shower and bath gels, are items that men are ready to experiment with and spend money on. The majority of men are looking for a range of products based on a single fragrance; once they have bought one product in the range, they will tend to stick within it, according to a Mandate Survey in *For Him* magazine.

Shulton hope to "stimulate trial across the Insignia range" with a Summer sample promotion of shower gel, shampoo and splash-on lotion with a money-off coupon and product range information. Another Shulton range, Old Spice is being updated (*C&D*, July 22, p110). New design items are being introduced over the next few months, with the 250ml shower gel available from September.

Within the shower gel market, the male sector is jetting ahead with a 96 per cent growth in the year to April 1989, and now valued at £5.3m, report Beecham. The company advertised their Brylcreem Black range on television in July, a time usually considered off-peak. Both the Brylcreem Black and the Slazenger Sport ranges include a shower gel, which are said to have achieved



Elida Gibbs' recently launched Denim shower gel is aimed at the new and younger users, to attract them to the range

4.4 and 9.3 per cent shares of the market.

Lynx launched a marine variant body spray and shower gel, together with aftershave plus skin conditioner in all variants. AGB say Lynx is heading towards a 10 per cent share nationally, and is getting strong pharmacy backing.

Child's play in the tub

Children still prefer baths to showers, treating them as an additional part of playtime. Nicholas value the children's sector at £3m, just over 4 per cent of the bath liquids market.

Matey has a 71 per cent share of sales and a consistent growth rate, and it is this which is fuelling overall market growth, report Nicholas. Reckitt & Colman's Deep Fresh Playtub is said to hold 10 per cent of the market. Since its relaunch in March, there has been a 35 per cent increase in sales, say Reckitt & Colman, who are running a promotion on Playtub. The remaining 19 per cent of the market consists primarily of own brand, but new to independent chemists from April is Galenco's Gentle Care bubble bath for children. Available through Macarthy and a new pharmacy field force, the bottles' new tamper-evident seals guarantee hygiene, says the company. Variants are panda, tiger and elephant.

Relaunched last year as a milder and bubblier formulation, Matey's continued success is not just down to contents, says Caroline Clarke, assistant product manager for Matey. "Children like to collect the different characters with which to create games both in and out of the bath. So retailers should be stocking a full range and not just one character."



Adventures in the tub with Matey

For the first time in two years Nicholas are advertising Matey. A new animated commercial on TV-am, running until September, will also be seen in cinemas nationwide showing the Steven Spielberg film "The land before time", and during the Christmas period with the Walt Disney film "Oliver and company". Matey's three Christmas characters are available now.

The baby bath liquids market, like children's, is growing because of the rise in the birth rate and consumer concerns over product formulation. At 4.8 per cent of the total bath liquids market, baby bath liquids are worth £3.7m at retail, according to Nicholas.

The market is dominated by Johnson & Johnson and own label. Johnson & Johnson say that 37 per cent of all toiletries purchased for babies are bath additives.

One of the main activities undertaken so far this year on Johnson's baby bath is an informational and sampling exercise to 85 per cent of all pregnant women and new mothers in hospitals. Secondly, 200ml, 300ml and 500ml sizes have been produced to answer current market trends, giving the pharmacist a full choice of stock sizes to suit consumer demand, the company says.

Boom time for family care

There is a great demand for family bath liquids, a sector said to be dynamic force in the liquids market. Nicholas value the sector at £48m.

Whereas men tend to buy products for themselves only, women buy for the family too. Consumers want fragrance, colours and bubbles, in economy sizes; this is an area in which own brand performs well.

Around the brands

■ Reckitt & Colman say Deep Fresh pine foam bath sells over 10 per cent faster than its nearest competitor. The new aqua variant is the third fastest seller.

■ Nicholas' Radox herbal bath and showerfresh ranges are on television, as part of the "It's second nature" commercials. Showerfresh has 20 per cent extra free in packs until September, and hanging display units are available later this year.

■ Cussons say Imperial Leather is the fastest growing brand in the shower gel market. A 50ml sample (plus coupon) of the new fresh mist variant is banded onto the dry deodorant until September.

■ In the second stage of their revitalisation programme, Colgate-Palmolive relaunched Palmolive foam baths as classic green and natural white (*C&D*, July 1, p9). A promotional programme featuring the foam baths and soaps runs until October.

■ Galenco products have a 3.2 per cent share of the bath liquids market. Since January, the company has added four fragrances to the restyled Gentle Care ranges. And new to Galenco this year is a moisturising creme foam bath in four variants. An Autumn advertising campaign for both brands in *Woman*, *Essentials*, *Bella* and *Woman's Realm* ends late October.

TOP SELLING BRANDS

(Year to December 1988, percentage by value)

BATH LIQUIDS

	Independent Chemists %	Total market %
Radox herbal bath	12.8	2.3
Fenjal	5.7	2.0
Badedas	4.8	2.0
Matey	4.3	—
Deep Fresh	3.9	3.2
Palmolive	2.6	1.1
Imperial Leather	1.9	2.2
Johnson & Johnson	1.0	1.9

Source: Nicholas Laboratories

SHOWER GELS

	Independent Chemists %	Total market %
Radox Showerfresh	12.6	13.1
Lynx	9.1	7.2
Insignia	8.6	3.5
Badedas	7.6	2.6
Slazenger	7.5	2.2
Body Mist	5.8	1.7
Brut 33	4.6	2.0
Imperial Leather	4.0	9.8
Fenjal	2.9	1.0

The feminine angle on getting clean

Female shower products are growing rapidly in popularity, with the industry catering for the modern woman's requirements — femininity and effectiveness. This message is taken one step further with the recently relaunched Body Mist range, say Beecham, by providing all-over deodorant protection which starts in the shower.



The packaging of the Body Mist shower gel incorporates a non-drip autocap which can remain open even when the pack is hanging upside down. The gel is dispensed in controllable amounts by gently squeezing the pack.

Nicholas targeted women with a moisturising Showerfresh variant launched in May. In pale pink packaging, it has a soft, floral fragrance, is formulated with emollients and is suitable for hair and body.

In July, Almay launched Total Care gentle bath and shower gel saying: "We recognise that sensitive skin is not restricted to the face, and have developed a range of mild and soothing beauty products for all-over body care".

In contrast to the shower sector, the female bath liquids sector has been growing only in line with inflation during the last year, to a retail value of £19m. Nicholas attributes this in part to a need for further innovation. With this in mind, they launched Radox Moments this month (C&D, July 15, p 80), a range designed to provide the stimulus to move the market forward again.

The range fulfils consumers' cosmetics expectations of fragrance, colour and basic skincare, and because of the herbal nature of the Radox brand, senior product manager Melanie Stubbing says: "It introduces a new selling point in the market, as a bridge between cosmetic and therapeutic bath products and this is reflected in our use of the word nourishing as opposed to simply moisturising".

In terms of displaying the range, Mrs Stubbing believes that the current method of splitting collections into product type is restricting sales. "A look at the increased off-take achieved when men's toiletries are displayed by collection shows what can be achieved".

The company expects the feminine bath additives market to show a 10 per cent volume growth following the launch of Moments. A television commercial starts in October and range trial packs are available until September.

On the fringes of this market, premium female skincare ranges have started a trend towards bodycare products within skincare ranges. Beecham say this market is relatively small but is currently enjoying a 15 per cent year-on-year growth. The company recently launched Pure & Simple bodycare range, which they say offers consumers all the benefits of premium products, consisting of body cleansing gel, moisturising body lotion and gentle body scrub. Vichy's new body scrub gel contains exfoliant particles and a derivative of marine algae, for use two to three times a week.

Neutrogena report a steady growth in sales for Rainbath, which they say is a skin cleanser, not a bubble bath.

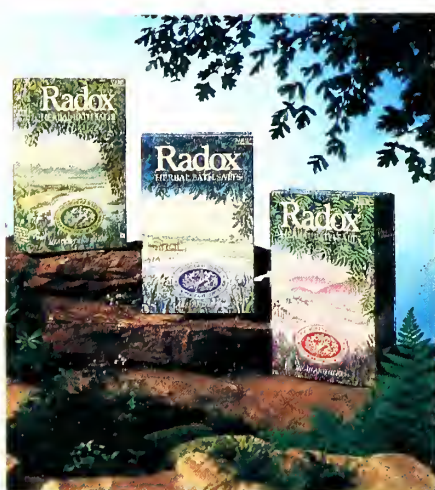
Bath salts sales flat

According to AGB, sales of bath salts are pretty flat with Radox the only branded product making any impact.

Nicholas estimate the salts market to be worth over £9.5m, with Radox herbal bath salts accounting for 55.6 per cent (volume) of sales, own label 22.1 per cent and others 22.3 per cent. They say that the market is mistakenly seen as a declining one, but is actually experiencing a new lease of life because of the ageing profile of the population, an increase in activities likely to lead to aches and pains (eg sport and DIY) and the Radox brand support.

Around the brands

■ Radox salts were relaunched last month (C&D, July 15, p80), "in a move to stimulate further growth in the market". As part of the total £4.25m Radox television campaign, a salts burst starts at the end of this month.



Radox repackaged and reformulated salts

■ Dri-Pak, who produce the Tara brand and several own-labels, say that the chemist share of their trade is only about 5 per cent, the majority of their 2 million units per annum going to supermarkets.

It's not all soft soap

How have soaps coped with all the additive activity? AGB say that tonnage of toilet soap sold last year was down 3 per cent, but price increases are keeping the value of the market up.

Consumers tend to use soaps with bath preparations whereas shower products tend to be used on their own, Smith & Nephew's research shows. Their Nivea brand, with a 2 per cent share (up 1 per cent on the year), competes in the family soap sector, a market they estimate at £100m.

The big brands — Palmolive and Imperial Leather — are holding up well. Shield and Lux are dropping back and Cleopatra, launched by Colgate-Palmolive in early 1987, now takes a 1.5 per cent brand share, report AGB.

They say speciality soaps, such as Bronnely, Roger & Gallet, Crabtree & Evelyn and Yardley, are selling well and are worth about £3m a year to independents, who take about 10 per cent of the market.

Liquid soap is still a small market, with Silvikrin Supersap the leading brand.

TOP SOAP BRANDS

Men	Women
1. Imperial Leather	1. Imperial Leather
2. Shield	2. Palmolive
3. Palmolive	3. Shield
4. Lifebuoy	4. Lux
5. Lux	5. Camay
6. Camay	6. Boots

Source: Taylor Nelson Research Ltd.

Around the brands

■ Colgate-Palmolive repackaged Palmolive soaps and added a new variant (C&D, June 3, p254). Extra care, which is targeted at women, comes boxed and is fragrance and colour-free.

■ Rose Hall Toiletries launched Blue Royale extra strength medicated soap in May. At present the range is not distributed to supermarkets or grocers. The company says: "Chemists and drug stores are more in keeping with the image of our products, especially the medicated range."

The soap contains Irgasan DP300, which is said to reduce body odour caused by bacterial action. Other ingredients are allantoin and vitamin E.

■ Droyt Products are launching Vegetas, a pure vegetable oil transparent glycerine soap (see Counterpoints).

The company says, "The tendency in supermarkets, drug stores and some larger store groups is to practically abandon any manufacturers of toilet soap brand names. This should offer some advantage to the chemist who has to sell mainly branded goods, which a substantial percentage of consumers prefer."

Managing director, Mr Danischewsky reports that over the last few years there has also been a trend in offering toilet soap novelties, including translucent toilet soap tablets in many colours and perfumes.

■ In April, Scottish Fine Soaps introduced a strawberry and peach collection of products, including translucent glycerine soap tablets and liquid soap, in packs with a botanical design and French names.



The complete Fenjal luxury bath and after-bath ranges to maintain total body care

Bath time at a premium

In the past it has been suggested that pharmacists should be promoting the premium-priced, gift and occasional purchase items (including, for example, bath cubes and crystals) rather than trying to compete in the own-brand and family/mass markets.

AGB's March-April figures show a strong growth in sterling sales of personal care toiletries by independent chemists, up 13 per cent compared to 5 per cent in the total market. They think the medium to high priced lines in chemists have survived the first quarter better than the mass market brands.

The trend among premium fragrance manufacturers is to extend their ranges with bath lines. And of the old favourites:

Around the brands

■ Richards and Appleby report that the market has been "extremely buoyant" during the first six months of this year. The company

says, "This year we will concentrate on offering free POS material for the needs of the various types of independent chemists".

■ Bronnley say a "younger, more vociferous and affluent" group is buying luxury bath products. "They want products that are fragrant and have a moisturising effect on the skin. In response to this we have introduced a selection of bath additives containing rich natural oils." (see **Counterpoints**).

■ Woods of Windsor's newest fragrance range, Rondaletia, includes a bath oil, body milk and soap. The For Gentlemen range includes fine English soap, talcum powder and bath and shower gel.

■ Beecham promote Fenjal as a product for "luxurious bathing and high quality skincare for the body". They suggest that the rapid growth in bath and bodycare markets indicates that Fenjal has a year-long appeal.

Accessories after the bath

The vast array of bath accessories available help enhance the bathtime experience, and are therefore important to consumers. As more manufacturers are introducing new products and improving the old, pharmacists should perhaps be giving more thought to their selection of bath accessories.

Around the brands

■ Earlier this year, Spontex launched Calypso sponges. The company says the bath sponge market is worth £4m per annum. Major sales in the market are of sea sponge (24 per cent), foam sponges (52 per cent) and massage sponges (19 per cent).

Calypso sponges are made from natural cellulose with a high cotton content, and fall into none of these categories. These sponges are described as soft, gentle and absorbent but machine-washable and long lasting.

"It became evident that if we could develop a product combining the benefits of the sea sponge with the durability of a man-made product, we could create a new sector and enlarge the market", explains Peter King, Spontex marketing director.

■ Bronnley enter the "luxury bath accessories arena" (see **Counterpoints**),

with the launch of natural sponges and exfoliants, said to have been "carefully sourced to meet the high standards consumers demand".

■ 3M UK have scheduled a series of major consumer competitions for the Buf-Puf range this Summer and Autumn. This includes the body range launched in November 1988, the first in a series of planned launches to considerably expand the portfolio.

Bodymate and backscrub have a dual surface sponge for use with soap or cleanser, for exfoliating and deep cleansing the skin.

■ AMS Healthcare launched the Psoriasis remedial sponge in the UK in March. It is designed to remove skin scales for sufferers of *psoriasis vulgaris*. The sponge is hypoallergenic with a mildly abrasive grey topside (containing minerals from an Italian pumice stone extract) that can be used once daily when bathing or showering.

■ New into the Badedas luxury shower range in February, Vitacreme with jojoba was, Beecham say, a breakthrough in the showering market, as "the first shower gelee in Britain" to incorporate a moisturiser, with a delicate fragrance.

Oils give skin a treat

Bath oils are included in the bath additives market sector, and are still primarily perceived as being therapeutic in dry skin conditions. But with consumers' increasing concerns with skincare, bath oils are becoming more popular.

Around the brands

■ In June, Crookes Healthcare added a dermatological bath oil to their E45 range, for the daily care of dry skin and conditions such as dermatitis, eczema and psoriasis. Containing medicinal white oil and cetyl-dimethicone, Bath E45 is free from perfume, colour and lanolin.

■ Healthy Bodycare recently launched a collection of 16 bodycare products including four bath oils (melisse, juniper, camille and rosemary). The company says: "The range is innovative and environmentally-friendly and the oils are derived from plants known to be valuable for a variety of body conditions".

■ Neutrogena say their sesame seed body oil is an ultra-light oil for dry skin that can be used in or after a bath. The company is advertising the range in the Autumn in the women's Press.

■ Foaming bath oil from Bronnley (see **Counterpoints**) is said to be a new concept to their preparations, creating a double action combination of bubbles and oil in the water, to cleanse and nourish.

Advice on stocking the shelf

Britons own more baths or showers than any other nation in Europe, according to a report in *The Mirror*. And *The Mail* revealed that buyers of newly-built houses want three bathrooms. It was also found that in older houses, the bathroom has replaced the kitchen as the favourite room for refurbishment and fashion co-ordination.

With the potential profits to be made, Nicholas Laboratories recommend the following guidelines for stocking and displaying bathroom toiletries.

1 **Stock across sectors.** There is no substitution purchase between bath and shower additives or between the sectors within bath additives. Offer the widest possible range of product types.

2 **Beware too many brands.** Offer maximum variety by stocking the top sellers and a full range of fragrances.

3 **Stock a number of variants.** Fragrance and colour are important motivators to purchase; restricted choice will restrict purchase.

4 **Prominence within the toiletries area.** Site bath additives, along with other toiletries, in a high traffic flow area. Bath additives, particularly shower products, represent good impulse purchase opportunities.

5 **Choose lower shelves for children's lines.** These are chosen primarily by children, so visual appeal is important.

6 **Think seasonal to make the most use of space.** Do not devote large amounts of space all year round to products which have a very seasonal appeal.

A new range of moisturisers for the 'Johnson's baby'



Johnson & Johnson know that their baby skincare products are just as suitable for use by babies and adults alike. This is demonstrated by the "Best for baby, best for you" statement on each of the Johnson's baby packs. They have now seen how more and more women are turning to baby products to care for their own skin.

Johnson's baby lotion is not only the brand leading baby lotion in the baby market (29.1 per cent, source: RSGB first quarter, 1989), it is also the brand leader in the adult cleanser market (43.1 per cent, source: Nielsen Retail Audit May 1989).

Now Johnson & Johnson have launched a range of moisturisers which they predict will reach the same levels within the moisturiser markets.

The new products are ideal for babies, as demand grows for milder barrier moisturisers

to prevent nappy rash, due to increasing use of disposable nappies. Also, more mothers use products to protect their babies delicate skin from the drying effects of wind, sun and central heating. This is reflected in the AGB market figures for baby creams and lotions. The market grew by 3 per cent (year ending April 1989). However, many of the more harsh, curative products showed drastic share losses.

The adult toiletry moisturiser market grew 21 per cent during 1988 and Johnson's new products are ideal for use by women because they are not only mild and gentle, they also offer exceptional value for money.

The family moisturiser

New Johnson's baby moisturiser is available as both a cream and lotion.

It is unique with a patented formulation and is an extremely effective facial moisturiser.

Bodycare plus

New Johnson's baby body moisturiser, with baby powder, is a revolutionary breakthrough in bodycare lotions due to its pure and mild moisturising ingredients and Johnson's baby powder which leaves the skin silky smooth.

The price advantage

Johnson's baby moisturiser lotion, 300ml £1.89

Johnson's baby moisturiser cream, 100ml £0.99

Johnson's baby body moisturiser, 300ml £1.75
Trial baby lotion, baby moisturiser, baby body moisturiser (£1.99 for 3x125ml).

NEW!
Johnson's
baby
moisturiser

non greasy

Johnson & Johnson
300 ml e

NEW PACK!
Johnson's
baby
moisturiser
cream

non greasy

Johnson & Johnson
100 ml e

NEW!
Johnson's
baby
body
moisturiser
with baby powder
Johnson & Johnson
300 ml e

Softness you can grow up with — Johnson & Johnson's new baby moisturisers

From sinusitis to gingivitis...

Ear, nose and throat. Part 2: Nose and throat

Following on from their article on problems affecting the ear (*C&D* May 6) Kathy Wallis, staff pharmacist (clinical services), Charing Cross Hospital, and Annie Weatherill, staff pharmacist (clinical services), Central Middlesex Hospital, look at disorders of the nose and throat and how they are managed. Both authors are tutors on the North West Thames regional clinical pharmacy training scheme.

A community pharmacist is often the first person to be consulted about ailments of the nose and throat. This article looks at common conditions affecting the nose and throat and discusses what advice and help pharmacists can provide.

Disorders of the nose.

1 Epistaxis (bleeding from the nose) may occur locally as a result of injury (eg trauma from picking the nose or from nasal fractures), foreign bodies in the nasal passage, infection (which produces vasodilation of capillaries in the nasal mucosa), drying of the nasal mucosa, allergic rhinitis and sinusitis. Systemic causes include hypertension, septicaemia and bleeding disorders (eg aplastic anaemia, leukaemia, thrombocytopenia, hereditary coagulation disorders).

Treatment To stop bleeding initially the patient should lean forward, squeeze the fleshy part of the nose and breathe through the mouth, spitting out any blood that runs into the mouth. Alternatively a cold pack applied to the bridge of the nose will produce vasoconstriction. If this fails, the nostril(s) can be plugged with cotton wool or ribbon gauze for temporary relief.

If bleeding is persistent or recurrent, medical referral is necessary to find the cause and to treat appropriately.

2 Ansmia (loss of sense of smell) occurs as a result of obstruction of the nasal passage preventing smell from reaching the olfactory area, damage to the olfactory nerve endings (eg viral infections, rhinitis and neoplasms), damage to the olfactory area due to trauma, infections and neoplasms. Head trauma is the major cause of anosmia in young adults, while viral infections are the important cause for the elderly. Patients often also complain of a loss of sense of taste.

Treatment The sense of smell can be recovered if allergic rhinitis, nasal polyps or benign neoplasms can be treated. If the cause is due to physical damage, no drug treatment is effective. However, spontaneous recovery can occur with regeneration of the nervous system.

3 Sinusitis (infection or allergic reaction in one or more of the paranasal sinuses). Acute sinusitis is caused by streptococci, pneumococci, *Haemophilus influenzae* and staphylococci and is usually precipitated by an acute viral respiratory tract infection. Chronic sinusitis is more likely to be caused by a Gram-negative rod or anaerobic micro-organism. Chronic maxillary sinusitis is usually secondary to a dental infection.

Signs and symptoms are the same for acute and chronic sinusitis. The area around the involved sinus becomes tender and swollen producing pain (in acute attacks) which may be localised and can also involve a frontal headache. This

pain may be worsened by sudden movements of the head. There is general malaise and depending on the degree of infection, fever and yellow/green rhinorrhoea can also occur.

Treatment The aims of treatment are to improve drainage and treat any infection. The methods used to improve drainage by vasoconstriction are steam inhalation and topical or systemic sympathomimetics, eg ephedrine or xylometazoline nasal preparations and oral pseudoephedrine.

The commonly used antibiotics for nasal infections are amoxycillin, penicillin V or erythromycin depending on sensitivities of the infecting organisms.

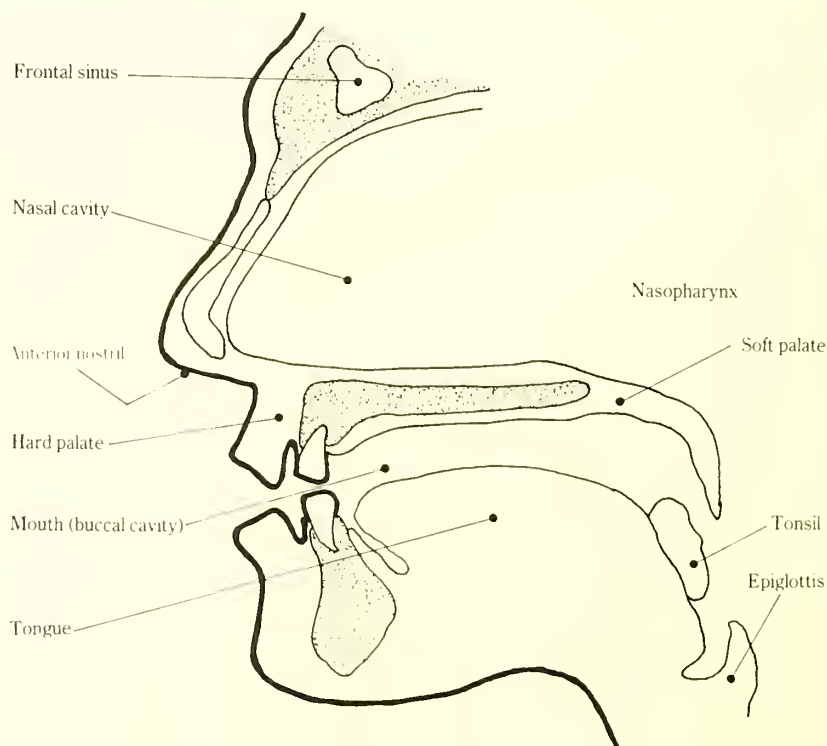


Figure 1: Cross section of the nose, mouth and throat

4 Adenoiditis (adenoid enlargement due to inflammation). Adenoiditis is a problem which occurs during childhood and is due to infection or allergy or to normal physiological growth of the tissue. The inflammation can lead to blockage of the eustachian tubes and ear infections (otitis media), sinusitis, "mouth breathing", snoring through sleep etc.

Adenoiditis is often suffered at the same time as tonsillitis.
Treatment For symptomatic relief oral analgesics can be used for a temporary or emergency effect. If the ears are affected analgesic ear drops may be helpful.

A medical opinion is needed to consider removal of the adenoids (adenoidectomy) which is necessary when the condition has caused persistent serious and chronic otitis media, recurrent acute otitis media, spontaneous perforation, purulent rhinorrhoea or sinusitis.

5 Nasal obstruction can be a problem seen in a number of upper respiratory conditions, ie allergic rhinitis, hayfever, sinusitis. Also any slight change in temperature and humidity will affect the sensitive mucosa to produce nasal congestion.
Treatment can be either topical, by decongestant nose drops and sprays, or systemic. The topical preparations consist of sympathomimetic drugs which cause vasoconstriction of the mucosal blood vessels and thus a reduction in nasal mucosa thickness. The main problem associated with the use of these agents is rebound congestion which occurs when the effect of the drug has worn off due to vasodilatation and therefore a temporary increase in nasal congestion. Other adverse effects include mucosal irritation, burning sensation, allergic reactions and, with over use, chronic inflammation of the nasal mucosa (this is treated by stopping the drug). According to the British National Formulary the safest sympathomimetic is ephedrine nasal drops which give relief for several hours. Other preparations available include xylometazoline, oxymetazoline and phenylephrine. These are more potent than ephedrine but are more likely to cause rebound congestion.

The systemic sympathomimetic preparations available include pseudoephedrine, phenylephrine and ephedrine usually in combination with an antihistamine. When these agents are given orally side effects occur more frequently than with topical application, except chronic inflammation from local use. The patient will also suffer drowsiness due to the antihistamines.

Other agents which may be used include steroid nose drops which exert a local anti-inflammatory effect on the mucosa (systemic effects are not generally seen, but it is possible especially with extended use and they should not be used in pregnancy or in children under five years old), and sodium chloride 0.9 per cent drops which may relieve congestion by encouraging mucous secretions to become more fluid.

6 Infection The most common infecting organism of the nose is *Staphylococcus* and methicillin-resistant *Staph aureus* (MRSA). The infection rarely manifests nasally, but the nose acts as a harbour for the organisms to infect other sites in the body. Nasal carriage of these organisms is a problem for immunocompromised patients, especially during a long-stay in hospital where MRSA

Table 1: Causes of stomatitis

Aphthous ulcers	Gingivitis	Glossitis	
Poor oral hygiene			
Dietary deficiencies, eg vitamin B6 folic acid iron	Vitamin C deficiency	Local	Systemic
	Poorly controlled diabetes mellitus	Bacterial infection	Vitamin deficiency (esp B group)
Local trauma, eg ill-fitting dentures	Pregnancy	Trauma eg ill-fitting dentures sharp teeth biting, eg during epileptic fit build-up of plaque on teeth	Iron deficiency Drugs eg cytotoxics chloramphenicol indomethacin
Drugs, eg cytotoxics NSAIDs pancreatin enzyme warfarin	Leukaemia		
	Drugs, eg long-term phenytoin	Irritants eg hot food spicy food alcohol tobacco Sensitivity to:- toothpaste mouthwash breath freshener denture fixative	

may be on a ward.
If a patient is a known carrier of *Staph aureus* or MRSA, treatment includes prescribing a nasal antiseptic eg Naseptin (chlorhexidine and neomycin) or mupirocin cream/ointment. Chlorhexidine or chloramphenicol may also be prescribed if there is an allergy to neomycin.
Carriers should wash using hexachlorophene or chlorhexidine and use a dusting powder containing hexachlorophene.

Counselling points
● Nasal cream/ointment should be applied to the nasal septum (see figure 1) and then the nostril should be gently pinched to drain the preparation up the nose.

Disorders of the mouth and throat

1 Stomatitis is a general term used to describe inflammation in the mouth. There are several causes, eg aphthous ulcers, gingivitis, glossitis, fungal or bacterial infection.

A major cause for all these conditions is poor oral hygiene (see table 1) and so advice on brushing teeth regularly and using dental floss or a mouthwash should be emphasised.

2 Aphthous ulcers are acute, painful ulcers of the oral mucous membrane which occur alone or in groups. They must be differentiated from a fungal or bacterial infection (see later). The exact cause is unknown, but several factors are thought to be involved (see table 1).

An ulcer is usually about 3 to 5mm in diameter with a raised yellow edge

surrounded by a narrow red area which soon becomes completely yellow/white. They may be found anywhere within the buccal cavity and tend to heal spontaneously in one to two weeks.

Treatment Topical local anaesthetics (eg benzocaine, benzydamine, lignocaine, salicylates) in the form of a gel, liquid, mouthwash or pastille may be used for temporary pain relief. Occlusive protective pastes prevent irritation by food or dentures, thus promoting healing.

Antibacterial lozenges, pastilles or mouthwashes (eg chlorhexidine, dequalinium, cetalkonium) are of doubtful use although good oral hygiene should always be encouraged.

Vitamin B6 supplements may be helpful if a deficiency is the underlying cause of the ulcers. In more severe cases, or if mouth ulcers recur frequently, medical referral should be sought so that topical steroid preparations or antibiotic/antifungal agents may be prescribed.

Counselling points
● Application of any local anaesthetic or protective preparation to aphthous ulcers should be frequent and especially before meals.

3 Gingivitis (pyorrhoea) is defined as inflammation, swelling and bleeding of the gums. Causes are listed in table 1.

The gums will look swollen and red and patients will complain of bleeding, especially after brushing the teeth or eating crunchy food. They should therefore be advised to avoid such foods and to use a soft-bristle toothbrush.

Treatment Good oral hygiene and dental care are paramount to control the build-up of plaque. Vitamin C supplements may be helpful if deficiency is the underlying cause of the condition.

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Dental referral may be necessary as gingivitis is easily confused with an allergy to antibiotics or toothpastes.

4 Glossitis is acute or chronic inflammation of the tongue. Causes may be local or systemic and are listed in table 1.

The tongue may be inflamed and sore especially if the cause is local or, if caused by a systemic dietary deficiency, may appear shiny and red. Bacterial or fungal infections will give the tongue a yellow-coated appearance which may also be due to excessive antibiotic use (giving rise to a super-infection), or heavy smoking. The patient may complain of a burning painful sensation on the tongue.

Treatment Good oral hygiene is important. If a local irritant or sensitising agent is identified, it should be avoided.

Prescriptions for long-term antibiotics resulting in glossitis should be queried; the condition should resolve after a few days of stopping the antibiotic.

Topical local anaesthetic gels or mouthwashes (eg lignocaine, benzocaine) will provide short-term pain relief, although oral paracetamol may be necessary.

If the tongue is white and coated, the patient should be advised to brush the tongue with a soft-bristle toothbrush, cleaning with a concentrated solution of sodium bicarbonate. If the condition does not resolve after a few days, GP referral for treatment with antibiotics or antifungals is appropriate. Referral will also be required for conditions involving an underlying deficiency of vitamins or iron.

5 Halitosis (bad breath) may be caused by poor dental hygiene or tooth decay, or may be associated with a systemic condition (eg diabetic acidosis, respiratory tract infection/neoplasm). Smoking will also produce excess mucus in the lungs and may then lead to halitosis. In general, gastrointestinal disorders are thought not to produce halitosis.

Treatment — Mouthwashes and deodorant mouth sprays will cosmetically mask any unpleasant odour but good oral hygiene is essential. Removal of specific causes should be advised but if it persists, medical or dental investigation will be necessary.

6 Xerostomia (dryness of the mouth) may be due to dehydration (eg excessive use of diuretics, inadequate fluid intake) or may be caused by anticholinergic drugs or those with anticholinergic side effects (eg tricyclic antidepressants) or radiotherapy. It may also be as a result of anxiety and is one of the features of Sjögrens syndrome. The patient will complain of a dry mouth or may describe difficulty with wearing dentures.

Treatment Alternatives to anticholinergics should be sought if possible. Commercial preparations that resemble saliva may be useful — these contain carboxymethylcellulose and various salts.

7 Infection The oropharynx has a number of defence mechanisms against infection. These include: an epithelium as a physical barrier to organisms; saliva flow which washes away organisms and is also mildly antiseptic; natural flora which compete for nutrients and impair the growth of invading organisms. If an organism does penetrate these barriers, the host's natural defence mechanisms will come into action. Therefore, in general it is difficult for an organism to infect the oropharynx.

Oral candidiasis (thrush) *Candida albicans* is a yeast-like fungus which is a natural oral commensal. In general it does not cause infection in a healthy person but given the correct conditions eg in immunocompromised patients, in neonates, during prolonged use of immunosuppressants or antibiotics, the organism will produce an infectious disease ie it is an "opportunistic".

The infection is usually only superficial and white patches (which may join together) appear on the tongue and surfaces of the buccal mucosa. There is a small amount of inflammation associated with the infection and, if severe, may spread to the throat (causing dysphagia) and to the lungs if not treated.

Treatment Dequalinium pastilles have mild antifungal activity and are less effective than miconazole oral gel. Both are available over-the-counter. If these compounds are both ineffective patients should be referred to a GP for a prescription for nystatin or amphotericin lozenges or mouthwash.

Counselling points

- If patients are using corticosteroid inhalers (which may have caused local immunosuppression) they should be advised to rinse their mouth out with warm water after each use of the inhaler.
- It is important to ascertain the underlying cause of a fungal infection to prevent recurrence.

Table 2. Infective causes of sore throat

Respiratory viruses
Epstein-Barr virus (glandular fever)
β-haemolytic streptococci, group A
Measles
Rubella
Herpes simplex
Diphtheria
Gonorrhoea

8 Sore throat (tonsillitis, laryngitis, pharyngitis). The causes of a sore throat by infecting organisms are listed in table 2. An infected sore throat is swollen, painful, red, may exude pus and the patient often has a fever. The infection is self-limiting, usually resolving within seven days.

Antibiotic treatment (eg with penicillin V or erythromycin) usually only leads to improvement within six days, only one day less than where no treatment is given.

There are no complications after a viral throat infection, however β-haemolytic streptococcal infections may rarely lead to rheumatic fever and glomerulonephritis. For this reason antibiotic are often prescribed although there is little evidence that this will prevent this risk.

Management If there is no fever, swollen glands or any other complications as described, antibiotic treatment is of little benefit, may produce resistant strains of bacteria.

If a sore throat is a result of glandular fever, an unpleasant rash has been found to develop in patients treated with ampicillin. Antiseptic lozenges are of little benefit but may promote saliva secretion thus lubricating a sore throat.

Local anaesthetic lozenges or sprays will provide short-term symptomatic relief. Patients should always be advised to rest, drink plenty of fluids and take paracetamol to reduce any fever.

Doing the sums

With regard Mr P. Holman's letter (*C&D* July 22) concerning Unichem's revised terms: if he were slightly more "perspicacious" and spent time comparing Unichem's discount structure with that of AAH then he would do well to change his current supplier:-

Unichem
3 per cent on first £3,000
8 per cent on next £7,000
10 per cent on subsequent purchases
AAH
0 per cent on first £1,950
8 per cent on subsequent purchases
Taking various monthly medical purchases the results make very interesting reading:-

Monthly purchases	Unichem discount	AAH discount
£ 6,000	£330	£324
£ 9,000	£570	£564
£12,000	£850	£804
£15,000	£1,150	£1,044
£20,000	£1,650	£1,444
£35,000	£3,150	£2,644

You can clearly see that Unichem gives more discount throughout, and with any new Unichem account picking up 200 Unichem shares for £200 with a projected value of around £4,400 anyone currently using AAH should carefully consider the alternatives.

Stephen Jones
Bridgened

Package as before?

I write as an observer of the continuing battle between Unichem and its rival pharmaceutical wholesalers following the launch on July 1 of Unichem's "new package". This replaced the share scheme detailed in its "Heralding the Next Era — a proposal to shareholders", which was stopped by the recent Monopolies and Mergers Commission report.

The MMC was concerned that the raising of the minimum threshold for membership would enable Unichem artificially to retain (and perhaps increase) the amount of business given to it by existing members, because no member would wish to lose his current share entitlement. Accordingly the MMC recommended that Unichem should not alter the minimum figure for monthly medical

purchases for membership of the society.

The two principal factors which lead retail pharmacists to obtain their pharmaceutical supplies from particular wholesalers are quality of service and level of discount. I do not seek to comment on the service offered by any of the protagonists. However, it would appear that in announcing new trading terms from July 1, Unichem look like achieving the very effect with which MMC was so concerned. This is because of the combined effect of the substantial reduction in the profit share or discount afforded to Unichem members who make the minimum level of monthly medical purchases, and the operation of the Department of Health's clawback (which is based on average discount available).

Their combined effect seems to be that a member making the minimum monthly level of medical purchases will suffer considerably. If he wishes to retain membership of Unichem in the hope of making a capital gain on the sale of his Unichem shares following flotation (whenever that may occur) he must choose either to increase substantially the medical purchases which he makes from Unichem or put up with the trading terms now on offer for purchasers at his level.

A press report indicates that the DTI, having scrutinised Unichem's new package following the order made by the Secretary of State in response to the MMC report, has allowed Unichem to continue with it. Accordingly, Unichem looks set to retain its business despite the MMC's concern.

Stephen Sidkin
Partner, Fox Williams, Solicitors

Mr Sidkin was with Herbert Oppenheimer Nathan Vandyk, AAH's solicitors until the company dissolved in October 1988. He now has no connection with AAH or Unichem. *Editor*

A solution!

With reference to Postbag (*C&D* August 5) and the problems experienced by Mr Stuart regarding prescription endorsement for honey used in a Brompton Mixture: possibly one solution to the problem would have been to endorse the manufacturers of the honey as "Bee Pee grade!"

Andrew Calder
Billinge, Wigan

The tactical approach

As always, I read Xrayser with great interest but feel that unless I have anything *constructive* to offer or say in relation to the content, it is wiser counsel to say nothing. However, may I respectfully suggest that there is a better way of ensuring that the sole pharmaceutical representative on the new FPCs is the one of our choice rather than an appointee from Region?

From experience, I can assure him that there commendation he makes has been tried by ourselves and the other professions. It failed then and will fail again. The Secretary of State makes the choice and insists nominations are put forward. Please note the word insists. Failure to conform produces a nil result, because no appointment is made and the profession has no voice whatsoever.

Being the tactician I am, may I suggest that the way forward is to supply the requisite number of nominees, but with only one who has the experience and qualities for the job intended. The report which goes from the FPC to the Secretary of State assessing the calibre of the candidates, the very existence of which is denied by my FPC administrator, will endorse our choice. Indeed, a tactical LPC will ensure that it is a one horse race from the outset.

Jeremy Clitherow
Secretary, Liverpool LPC

Knights of the BSI

I read the letter from Mr Yates of Mates in April 22 issue of *Chemist & Druggist* where he mentioned that Mates is the only other brand apart from Durex which carries the BSI Kitemark.

I am pleased to advise that there is another company. Soplex Health Care Ltd's condoms have carried the Kitemark for their Silver Knight, Gold Knight, Knight Barrier and Super Safe brands from June 1.

I fully support the view of Mr Yates that only condoms carrying the Kitemark should be bought and advise the public to buy only Kitemarked products for safety reasons.

Z. Druker
Sales director, Soplex Healthcare Ltd

POSTBAG

BUSINESS NEWS

Unichem tie up Planova

Wholesaler Unichem have reached an exclusive deal with Planova Storefitters which will allow members wanting to refit their shops substantial discounts and up to 12 months interest free credit.

With the average cost of a refit at around £12,000, and even a new fascia coming in at £500, Unichem have been looking for ways to offer independent pharmacies the same facilities open to a multiple, and at a similar cost, says assistant marketing director Tony Foreman.

Planova will offer independent design advice (in competition with other suppliers) and minimum discounts of 7 per cent if their proposal is accepted. The cost of the refit is to be repaid to Unichem in 12 instalments payable with the monthly account.

Planova offers a range of fittings in 27 colours. A brochure detailing the new service will be available at Unichem's stand at Chemex on September 24-25. Planova are laying out the wholesaler's stand.

■ Ian Glass, of Pharmacy Marketing Services, has also been retained by Unichem as a consultant to members.

Rate boost from Patten

Changes in plans to cushion the business community from next year's huge rate increases were announced last week.

The plan means that year-on-year increases will be limited to 15 per cent in real terms on small businesses. These are now to be defined as having a rateable value of £10,000 nationwide or £15,000 in London, doubling the previous threshold.

New Environment Secretary Chris Patten told Parliament that 75 per cent of all businesses will benefit from "the more generous rateable threshold".

US trial heats up AIDS race

A US government study into the effectiveness of Retrovir in early AIDS-related disease was stopped last week because trial results have proved so promising.

Researchers at the National Institute of Allergy and Infectious Diseases (NIAID) gave a significant boost to corporate optimism at Wellcome, saying AZT "significantly slows" progression of HIV infection when given to persons with early AIDS related complex (see p 226 for full details of the trial).

The drug could now be made available to 200,000 people in early stages of the disease and the FDA has said it will work closely with NIAID and Wellcome to translate their "exciting" results into wider availability of Retrovir.

In the City, analysts have been encouraged by the news. Their widespread belief was that

Retrovir was proving too toxic in AIDS patients and would be pushed hard by Bristol Myers' DDI. It is said to have performed particularly well in Phase I trials and is about to enter Phase II.

Shearson Lehman Hutton were projecting sales of Retrovir for AIDS and late AIDS related complex at \$400m with most sales growth occurring through to 1992. But last week's results will double projections.

Wellcome are to review all the data from the NIAID study to check that they agree with the conclusions before submitting the drug to the FDA. More data on AZT is expected to come from Anglo-French tests with people who have tested positive for AIDS but remain asymptomatic.

Meanwhile, in America all the participants of the NIAID trial are now being given Retrovir.

Boots move into hearing

Boots are moving into the hearing care market this month with the opening of 28 centres in the UK.

The units will be attached to Boots Opticians and will provide hearing aids, batteries and repairs. The new centres will be added to the four pilot centres already operating.

Brian Whalan, managing director of Boots Opticians, says: "Vision and hearing are natural partners. We believe that our services will be superior to anything currently available to the customer".

Spending spree to end

Consumer spending is set to slow, but further increases in the interest rates may just be avoided, says a pessimistic review in the *Retail Business*.

Average spending for the next decade is anticipated to continue at rises of 3 per cent or less each year, compared with 6.5 per cent in the last quarter of 1988.

Consumer price inflation is forecast to average just under 7 per cent — nearing 8 per cent by the end of this year — and the report sees this to be the real problem. Strong productivity growth in a buoyant private sector is said to reduce the pressure on wages which are rising close to 10 per cent. But productivity growth is on the wane and further increases in wages will begin to be reflected in higher shop prices.

Continued spending on cars and drink is highlighted, but the report says the expansion of spending on furniture, carpets and other durable goods has effectively ended. *Retail Business Market Report No 378. The Economist Intelligence Unit.*

Unilever this week announced they have "substantially" completed the purchase of Fabergé and Elizabeth Arden.

Macarthy rubbish bid talk after heavy buying

Macarthy this week dismissed rumours that the group are about to be the subject of a takeover bid.

Analysts have been looking hard at such a possibility in the light of heavy buying of Macarthy shares at the end of last week. It pushed the share price up 29p to 277p.

A Macarthy spokesman told C&D that the speculation amounted to City gossip and he confirmed that the board were not involved in any meetings to discuss the speculation.

He also pointed out that the market has once before linked the group with Lloyds Chemists, putting Macarthy in the role of the predator. The rumours were groundless then, he said, and they are groundless now.

Lloyds chairman Allen Lloyd declined to comment on the rumour. Lloyds shares moved up

18p to 213p when it first circulated last Friday but, unlike Macarthy's, their price eased back at the beginning of this week.

Initially market speculators picked out Lloyds Chemists and the LEP group as possible suitors. A link is that Macarthy's new chairman John Read, who replaced Nicholas Ward last week, is also chairman of LEP, the company that specialises in business services.

After the initial flurry of buying and speculation, attention turned to other possible suitor. One City health and household team has picked out the German pharmaceutical wholesaler Gehe as a potential predator.

Macarthy would be worth between £80m and £100m according to analysts at Shearson Lehman Hutton. That would imply a price per share of 300p.

IN THE CITY

The holiday season may be upon us, but the pharmaceuticals sector has been buzzing with activity in the past few weeks. Scarcely had the ink dried on the £3 billion merger between SmithKline Beckman, and Beecham, than another mega-merger hit the headlines.

Just a day after shares in the enlarged group, SmithKline Beecham began trading, two US drugs companies announced a copycat merger. The two are Bristol-Myers and Squibb Corporation. The move sent shares in the sector bounding ahead in New York and London and has been a contributory factor to the continued advance in share price generally.

The merger is worth more than £7bn and the enlarged group will rank as the world's second biggest drug company, after Merck, also of the US. The two mergers are a reflection of the escalating costs of drug research. Bristol-Myers Squibb will own leading US brand names such as Clairol, Drano and Windex. It is due to be completed in October and will value the joint company at more than \$27bn.

Meanwhile, shares in Wellcome have seen a strong upsurge after underperforming the stockmarket by a substantial margin in the last 12 months. The filip has been provided by the news that Retrovir, the company's anti-Aids drug, had received approval from a wide ranging study by the US government.

The shares had been depressed because of fears that Retrovir was facing increased competition.

However the National Institute of Health in Washington has found that the drug significantly slows down the advance of the disease in its early stages, following clinical trials.

The news is a considerable boost for Wellcome and the market believes it pays the way for a much wider use of Retrovir in the US. At present its use has been restricted. Not surprisingly, the Wellcome shares have put on about 40p in the last few days.

At the same time, the market is awash with rumours about the future of Macarthy. Some believe it may be the target of a takeover bid in the wake of chairman Nicholas Ward's recent resignation.

Waiting for Ward White

Boots directors are this week waiting to see how Ward White will go about defending the newly increased £900m bid.

Boots raised the stakes last week with a cash offer up from 400p per share to 445p, valuing the DIY/motor spares group at £900m.

They also put a deadline on the offer of August 22 and said the offer and the deadline were final in the absence of another bidder.

Some City pundits say Ward White might be able to top the Boots offer with a management buyout, but a question mark surrounds whether they will be able to find backers. The City thinks a buyout offer would probably be at about 500p a share, valuing WW at £1 billion.

Ward White chairman and managing director Philip Birch, while swiftly rejecting last weeks' increased offer, says his team are

considering their options "with the greatest urgency". He has already ruled out a direct buyout link with Bankers Trust, who employ one of WW's non-executive directors.

The problem WW may face is that buyout specialists already have a degree of exposure in retailing with Gateway, Magnet and Lowndes Queensway, to name three.

Boots are said to be on the brink of diluting their earnings. Analysts at Morgan Stanley point out that the extra £100m in the new offer would value WW at £900m and the shares at twice their Christmas '88 value. MG's Nick Bubb forecast at the beginning of the bidding that Boots will drop out at 460p.

Boots bought a further 1.9 per cent of WW's shares in the wake of their increased bid. They now control 12.5 per cent of WW.

COMING EVENTS

AAH to visit Shugborough

AAH Pharmaceuticals' regional trade show and family fun day will be held at Shugborough Hall on September 10.

More than 4,000 customers, and staff are invited to the event with displays and promotional offers from 62 AAH suppliers.

Entertainment will include Roy Castle and a prize draw will held. Admission is by ticket only. For further information contact Sue Litherland at PACE on 061 224 2606.

The conference theme is "The effect of 'free movement' on pharmacy practice" and the two main speakers will be Gordon Applebe, head of the RPSGB Law Department and J. Winters, chairman, community practice section FIP.

The cost of the weekend (including the conference dinner on Saturday night) is £65 per person, and bookings should be made before September 22. Further details from Miss S. Gay, RPSGB. Tel: 01-735 9141.

Ag & Vet course

The diploma course in agricultural and veterinary pharmacy will begin on January 1, 1990.

The one year course includes two one-week residential periods, a project, 30 days practical experience and oral examinations in early 1991.

The course fee is £725

(overseas pharmacists £1,000) which includes the residential weeks. Contact Mr S. Southwell RPSGB. Tel:01-735 9141.

Holidays with Unichem

Unichem is organising two holiday packages for members in February and March next year.

On February 9 a group will leave for a nine-day photographic safari in Kenya. The cost is £1,295 per person. There is an optional trip to Mombasa at the end of the scheduled trip.

The second holiday is a week's skiing in Val Thorens, in the French Alps. The group will fly out on March 17. The cost of this trip is £499 per person, but children under 12 who shares a room with two full fare paying passengers qualify for a 30 per cent reduction. Details from Soler Touriste on 01-391 2525.

Mayborn

Baby products and dyes specialists, the Mayborn Group, this week warned that interim profits are likely to show a pre-tax loss.

Shares in the USM quoted group lost a third of their value after the announcement.

The company blames problems with its US toy manufacturer.

BBB invest

Beecham Bovril Brands are to invest £4.1 million at their health drinks factory in Coleford, Gloucestershire.

The investment is to increase output of one shot, ready to drink cartons of Ribena, Shloer and C Vit.

BBB say over 225 million cartons are sold each year and this Summer has boosted sales by 50 per cent, giving the factory difficulties in meeting demand.

Cwmbran conference

The 13th Welsh Pharmaceutical Conference will be held at the Parkway Hotel, Cwmbran, Gwent on October 7-8.

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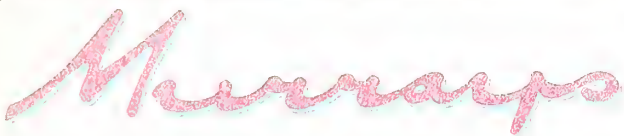
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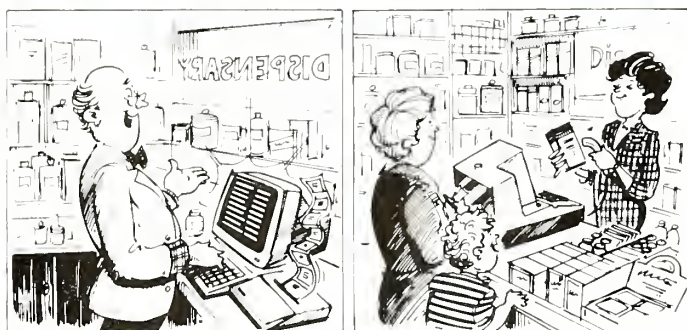
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ABOUT PEOPLE

Nottingham's clinical diploma

Nine students gained their diplomas in clinical pharmacy from the University of Nottingham this Summer, the first to do so. The postgraduate course is designed to meet the needs of hospital pharmacists who are involved in clinical pharmacy practice and emphasises communication with other health care personnel.

Currently, students from Nottingham, Rotherham and Mansfield hospitals are undertaking this part-time course with other health districts planning to be involved over the next two



David Phizackerley, one of the nine successful students receiving his diploma in clinical pharmacy, awarded by the University of Nottingham, from Mr Bernard Silverman, past president of the Pharmaceutical Society years.

In-depth training is given in the assessment and evaluation of medical literature, answering technical queries and patient communications and counselling skills. Students are expected to make a positive input into ward

drug management and to promote safety and economy in drug usage.

Further information can be obtained from Dr M. Aslam, director of studies, at the Department of Pharmaceutical Sciences (tel: 0602 484848 ext 3222).

Glenis paddles for Papworth

Vestric Kingswinford branch employee Glenis Totney recently participated in an arduous 25 mile charity "paddlethon" to raise funds for the Papworth Heart Foundation.

This year's third annual event saw over 150 competitors completing the course on a stretch of the river Severn.

Sponsorship money is still being collected, but the current total has now reached the £2,000.

■ Ten AAH branches recently raised £450 at their annual sports day for Canniesburn Hospital.

APPOINTMENTS

Scotland gets PQE director

John Cromarty has been appointed director of post-qualification education for pharmacists in Scotland at the University of Strathclyde.

He is currently principal pharmacist/senior lecturer in clinical pharmacy with North West Thames Regional Health Authority and London University, and serves as a consultant adviser on clinical pharmacy to the Department of Health. He will take up his new appointment in October.

A native of Kirkwall in Orkney, Mr Cromarty graduated from Heriot-Watt University and obtained MSc degrees in pharmacology and in clinical pharmacy from Strathclyde University. Additionally, he holds a teaching qualification from Aberdeen College of Education.

Since 1981 he has run the full-time MSc course in clinical pharmacy offered by London University and based at

Northwick Park Hospital and Clinical Research Centre, Harrow.

The appointment and the establishment of a new PQE Board follows a review by the Scottish Home and Health Department into the continuing education requirements for pharmacy in Scotland.

London Paper Products Ltd, the Luton-based manufacturer of disposable products, have appointed Paul

Smith as sales manager with special responsibilities for national accounts. Mr Smith was previously trade sector manager at Swaddlers.

College of Pharmacy Practice: Dr Angela Alexander has been appointed regional adviser for the Chiltern Region. Dr Alexander has been a college study group leader since 1987, works part-time for Kingswood Chemists, and is a learning facilitator for

Oxford RHA.

Allergan Optical have employed five new representatives: Sue Brown will cover the Home Counties; Jackie Wale, the West Country; Paul Whistance, the Midlands; Katrina Merchant, Scotland and Carolyne Quaile will cover Carlisle to Stoke.

Amersham International plc: Mr Bill Castell will become chief executive upon the retirement of Dr Stuart Burgess on December 31.

Duracell (UK) have appointed Chris Ive as sales director.

Unichem have appointed Nick Anderson as key account manager for Scotland and Stephen Ross as territory salesman.

CPL Group have appointed Vivien Osborne as fragrance selection manager and Perrine Scandel joins the company as a perfumer.

Pharma Serve Ltd have appointed Brian Burgess as factory manager and Richard Fearnett as resources manager. Brian Burgess was formerly with ICI.

Janssen Pharmaceutical Ltd have appointed Chris Matijasevic as group franchise manager.



Pharmacist Mrs A.K. Thrower, director of The Ribbleson Pharmacy Ltd, Preston, was the first prize winner of a Modifast display competition. The prize was a cheque for £1,500, plus £500 towards the cost of a locum, for a holiday for two in the Caribbean. Pictured here Mrs Thrower receives the cheque from Kent Pharmaceutical's field sales manager Mike Gregory, with are representative Frank Pinder looking on

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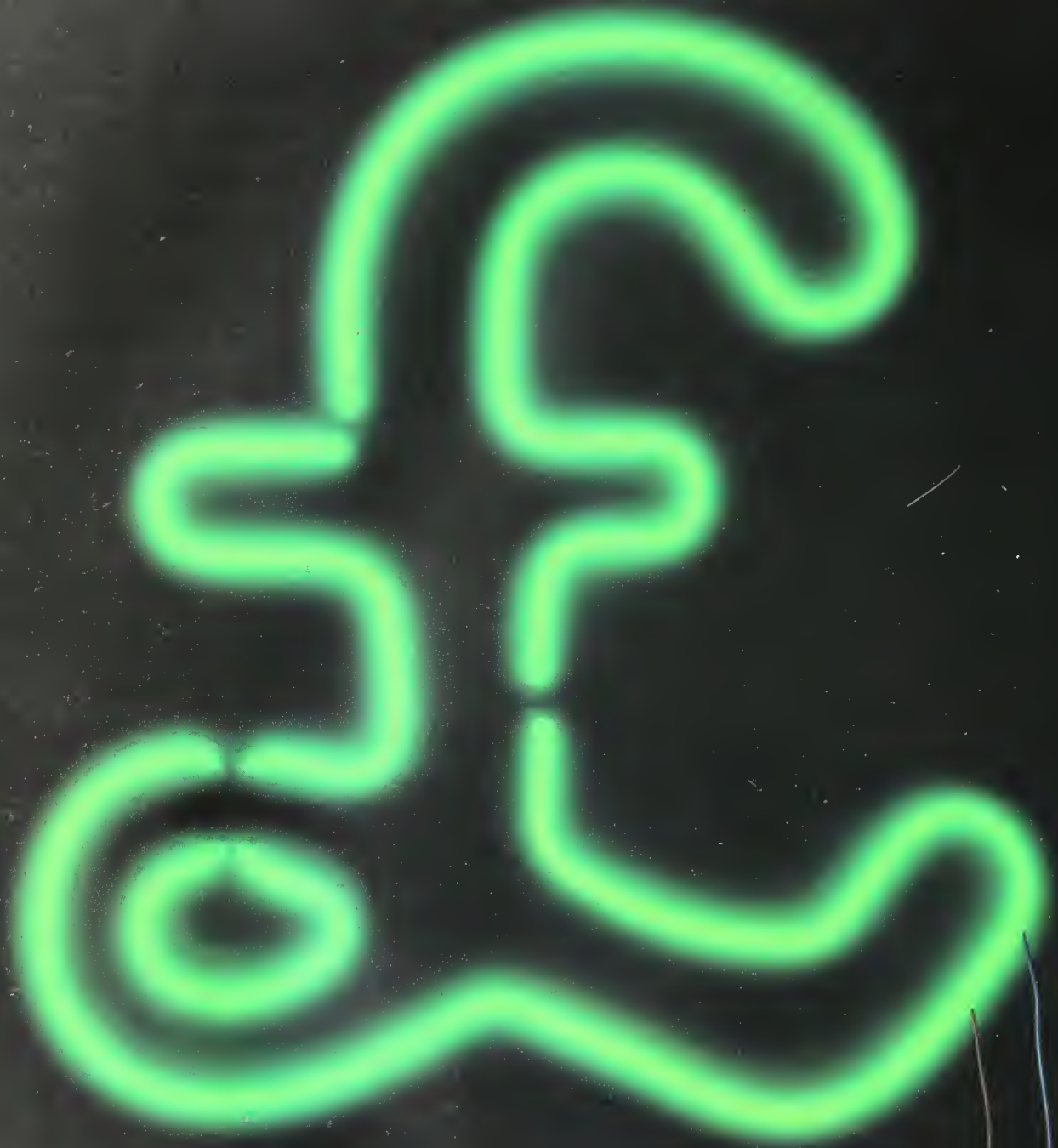
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